

Loop #28 - Missisquoi Valley Rail Trail

Location: St. Albans/Richford, VT

Mileage: 26.5

Difficulty: Easy

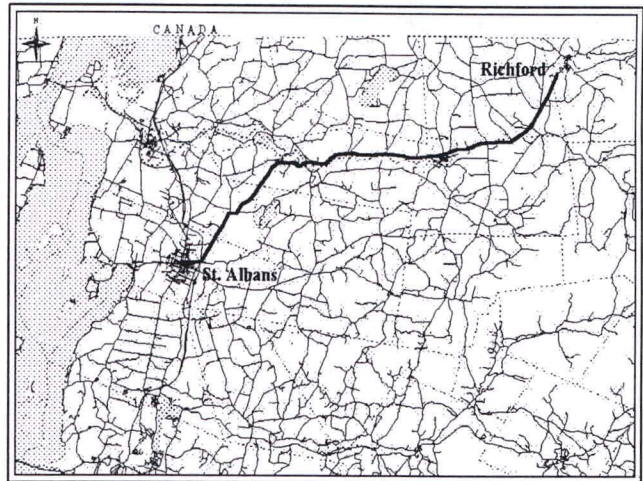
Byway Intrinsic Qualities:

Recreational, Historic, Natural, Scenic
Agricultural, Cultural

"Four Lives of the Lake" Themes:

Industrial & Commercial, Recreation & Tourism,
Exploration & Military

Focus Theme: Vermont's longest continuous Rail Trail with sweeping views of northwest Vermont's agricultural heartland.



Loop #32 - Stone Castles

Location: South Hero, VT

Mileage: 13.4

Difficulty: Easy/Intermediate

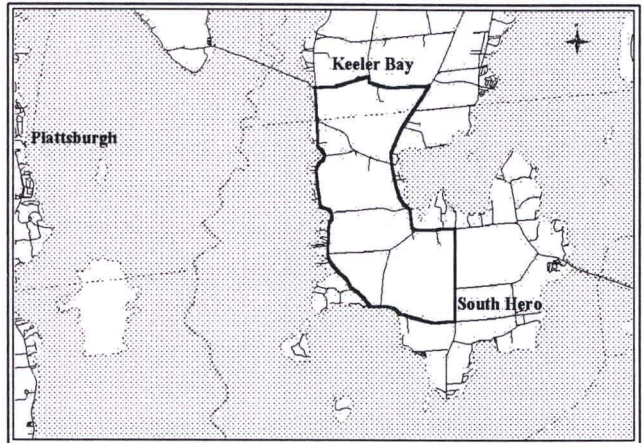
Byway Intrinsic Qualities:

Recreational, Historic, Natural, Scenic
Agricultural, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism

Focus Theme: For over thirty years, one gardener, Harry Barber, created miniature buildings from local Vermont stone. Legend has it that Barber built dozens of castles between the late 1920s and his death in 1966, but only five castles, three houses and several miscellaneous garden structures are known to still exist on the island of South Hero.



Loop #33 - Island Life

Location: Grand Isle, VT

Mileage: 11.6

Difficulty: Easy/Intermediate

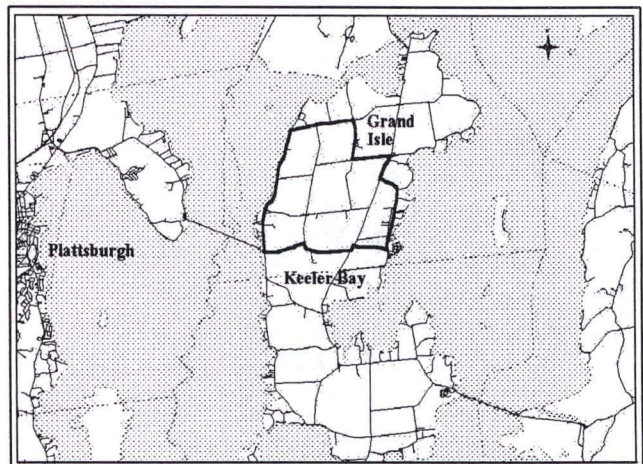
Byway Intrinsic Qualities:

Recreational, Historic, Natural, Scenic
Agricultural, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism

Focus Theme: Some people stay for a day, others for a lifetime. Island Life roams the backroads and shoreline of Grand Isle for a reflection of Island living, past and present.



Loop #34 - A Legacy of Ancient Stone

Location: Isle La Motte, VT

Mileage: 10.1

Difficulty: Easy

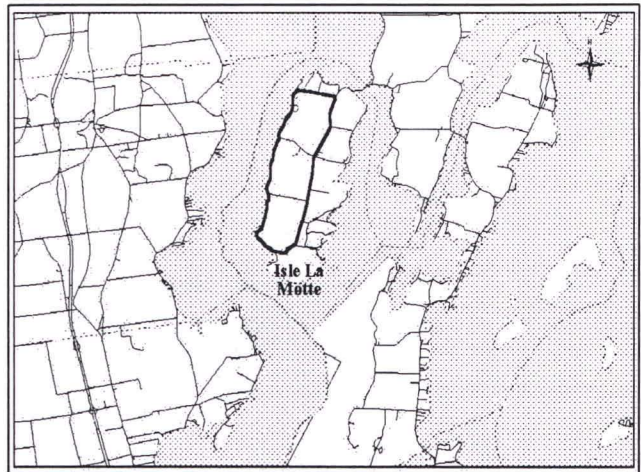
Byway Intrinsic Qualities:

Recreational, Historic, Natural, Scenic
Agricultural, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism, Exploration & Military

Focus Theme: Isle La Motte's unique feature, known as "the world's oldest reef" formed some 480 million years ago. Human history of Isle La Motte is also intertwined with its geology. The oldest European settlement in Vermont, Fort St. Anne, built in 1666, used the limestone from the island's old "Fisk Quarry" for mortar.



Loop #35 - A Trail to Two Beaches

Location: North Hero/Alburg, VT

Mileage: 15.8

Difficulty: Easy

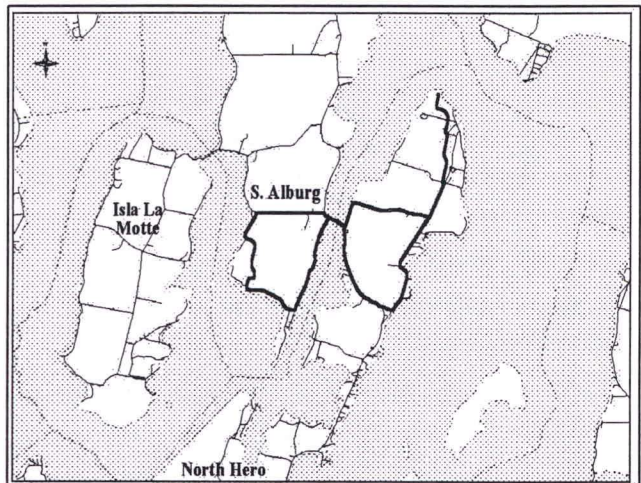
Byway Intrinsic Qualities:

Recreational, Historic, Natural, Scenic

"Four Lives of the Lake" Themes:

Recreation & Tourism

Focus Theme: A loop that connects two State Parks: Alburg Dunes and North Hero, where natural environments are showcased. Alburg Dunes Park has the only dune system in the State and one of the finest beaches on Lake Champlain. North Hero Park is a large floodplain forest that dries out in the summer.



Loop #36 - Liquid Elixir

Location: Alburg, VT

Mileage: 11.7

Difficulty: Easy

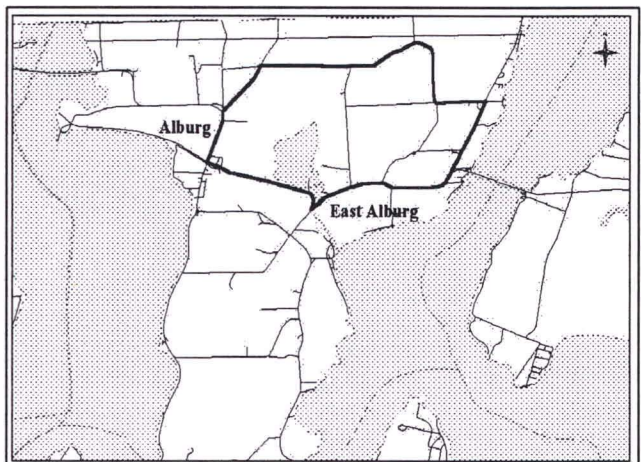
Byway Intrinsic Qualities:

Historic, Natural, Scenic, Cultural, Recreational

"Four Lives of the Lake" Themes:

Recreation & Tourism, Industrial & Commercial

Focus Theme: Whether wetlands, springs or lake, water seeps through the Alburg Peninsula like an invading wave of ants marching to new territories. The wave has a timeless flow and is a liquid elixir for the human inhabitants of the Alburg landscape.



Loop #38 -The William Miner Story

Location: Chazy, NY

Mileage: 35.3

Difficulty: Easy

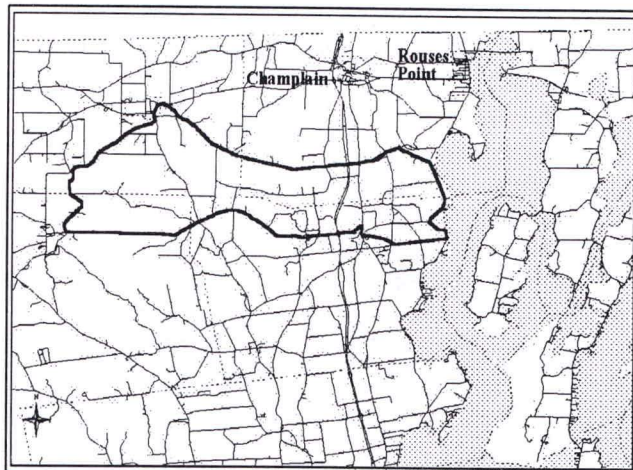
Byway Intrinsic Qualities:

Historic, Natural, Scenic, Agricultural, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism

Focus Theme: Unique to the area, and evident along the loop, are many works of William Henry Miner, an inventor/industrialist active at the turn of the century.



Loop #41 - Monuments, Mills & Music

Location: Plattsburgh, NY

Mileage: 48.0

Difficulty: Intermediate

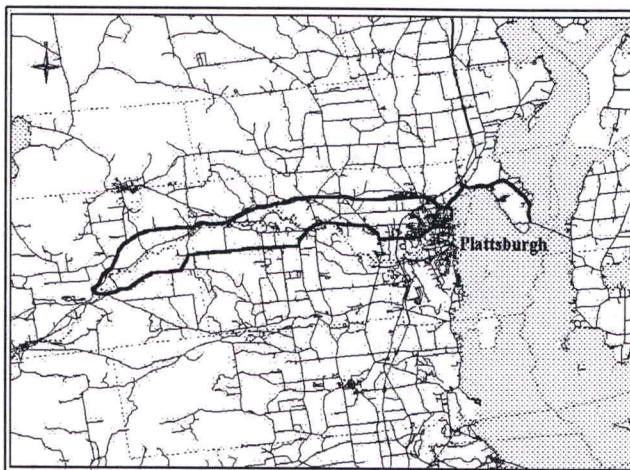
Byway Intrinsic Qualities:

Recreational, Historic, Natural, Scenic
Agricultural, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism, Exploration & Military,
Industrial and Commercial

Focus Theme: The tour features exploration and military monuments; evidence of a rich industrial past of pulp and sawmills; and internationally acclaimed musicians.



Loop #44 - Acres of Apples

Location: Port Kent/Ausable/Peru, NY

Mileage: 24.4

Difficulty: Intermediate

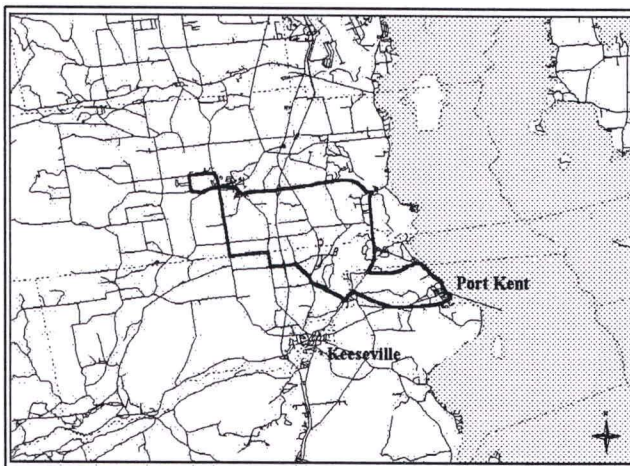
Byway Intrinsic Qualities:

Recreational, Historic, Natural, Scenic
Agricultural, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism, Industrial & Commercial

Focus Theme: The loop winds through a apple country landscape of orchards and farms, including five separate orchards. The area is one of the highest producing apple areas in United States.



Loop #45 - Ausable Valley Bike Loop

Location: Port Kent/Keeseville/Wilmington, NY

Mileage: 60.3

Difficulty: Intermediate

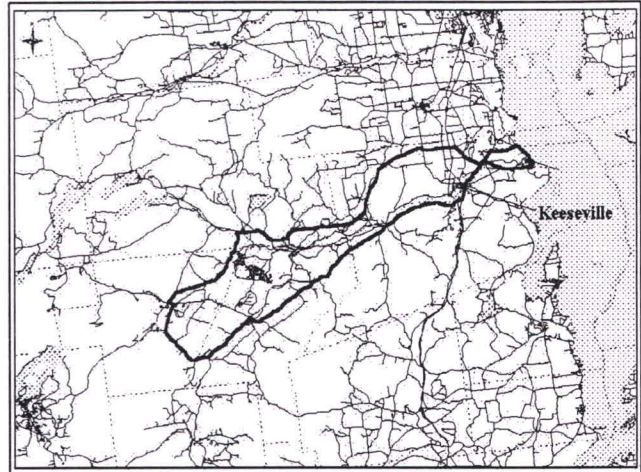
Byway Intrinsic Qualities:

Recreational, Historic, Natural, Scenic, Cultural, Agricultural

"Four Lives of the Lake" Themes:

Recreation & Tourism

Focus Theme: The tour meanders along the Ausable River through quaint historic hamlets and the skiing destination of Wilmington.



Loop #46 - Surrounded By Water

Location: Willsboro, NY

Mileage: 14.5

Difficulty: Intermediate

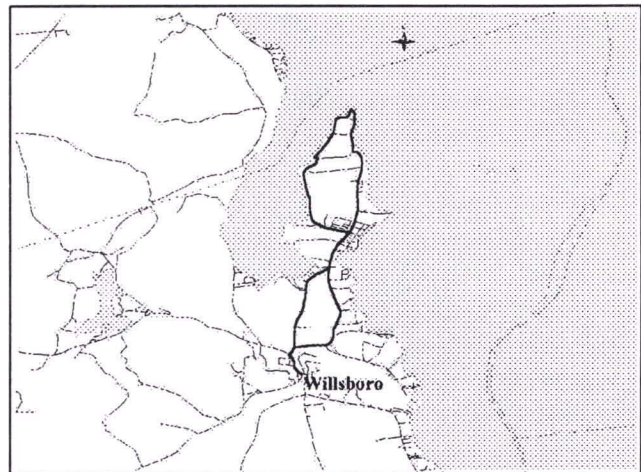
Byway Intrinsic Qualities:

Historic, Natural, Scenic, Cultural, Recreational

"Four Lives of the Lake" Themes:

Recreation & Tourism, Industrial & Commerce

Focus Theme: A scenic loop along Willsboro Point where views of Lake Champlain can be viewed in all directions.



Loop #47 - Rolling Reber Ramble

Location: Willsboro, NY

Mileage: 18.6

Difficulty: Intermediate

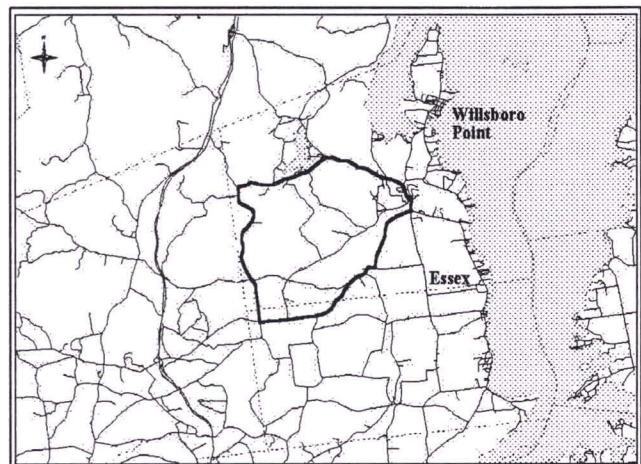
Byway Intrinsic Qualities:

Historic, Natural, Scenic, Agricultural, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism, Industrial & Commercial

Focus Theme: A rolling patchwork of woods and farm fields.



Loop #48 - Woman Suffrage Way

Location: Essex/Lewis/ Willsboro, NY

Mileage: 30.8

Difficulty: Intermediate

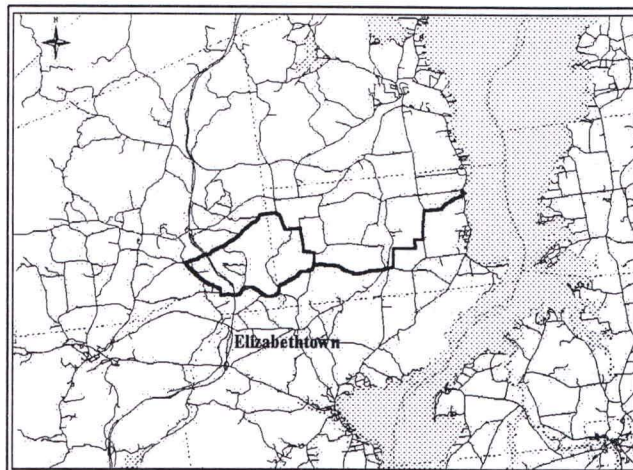
Byway Intrinsic Qualities:

Historic, Natural, Scenic, Agricultural, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism, Industrial & Commercial

Focus Theme: A tour commemorating Inez Milholland, "Joan of Arc" of the Boquet Valley for being an outspoken feminist and socialist who espoused the cause of world peace and pushed for a constitutional amendment to establish voting rights for women.



Loop #49 - Joe's Random Scoot

Location: Essex/ Willsboro/ Lewis, NY

Mileage: 38.1

Difficulty: Intermediate

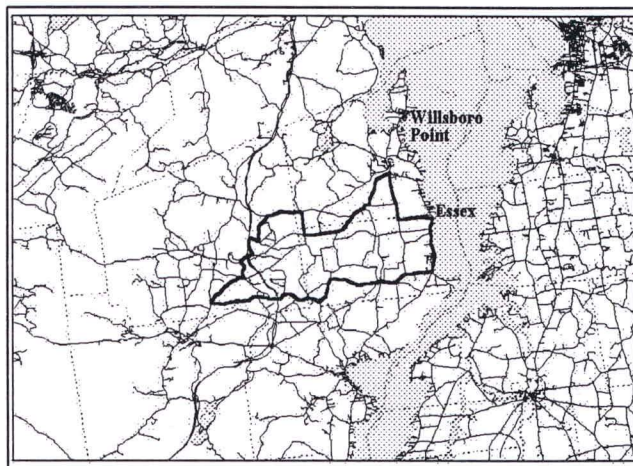
Byway Intrinsic Qualities:

Historic, Natural, Scenic, Agricultural, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism, Industrial & Commercial

Focus Theme: A region once bustling with iron forges, sawmills, and gristmills. Also the home of Joe Call, known as the "Lewis Giant" who was a wrestler, strongman and subject of innumerable stories about his feats and challenges.



Loop #50 - Coon Mountain Circuit

Location: Essex/ Westport, NY

Mileage: 18.5

Difficulty: Intermendiate

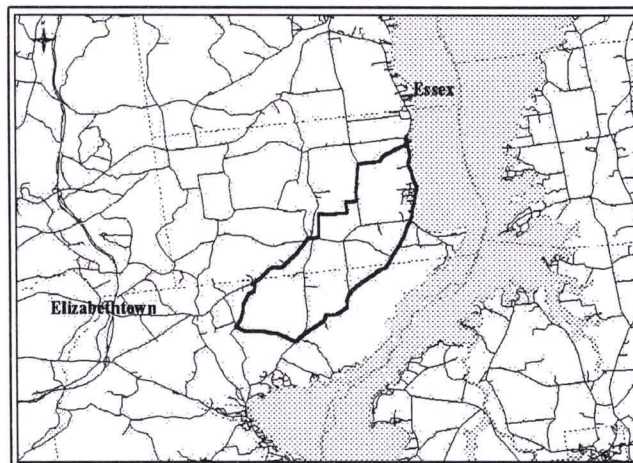
Byway Intrinsic Qualities:

Recreational, Historic, Natural, Scenic, Cultural,

"Four Lives of the Lake" Themes:

Recreation & Tourism, Industrial & Commercial

Focus Theme: A tour of natural resource splendor looping around spectacular Coon Mountain and through Webb-Royce Swamp.



Loop #51 - Mountain-Coast Connector

Location: Westport/Elizabethtown, NY

Mileage: 28

Difficulty: Intermediate

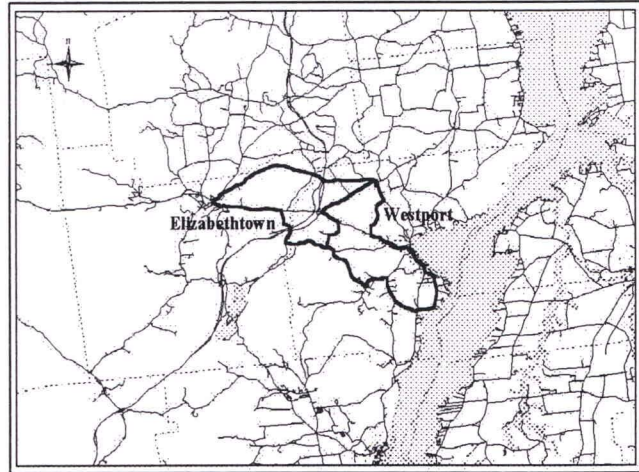
Byway Intrinsic Qualities:

Historic, Natural, Scenic, Cultural, Recreational, Agricultural

"Four Lives of the Lake" Themes:

Recreation & Tourism, Industrial & Commerce

Focus Theme: A historic tour of the industrial Era that connects the Adirondack Mountains to Lake Champlain.



Loop #53 - Wet & Wild

Location: Port Henry/Moriah, NY

Mileage: 36.3

Difficulty: Intermediate

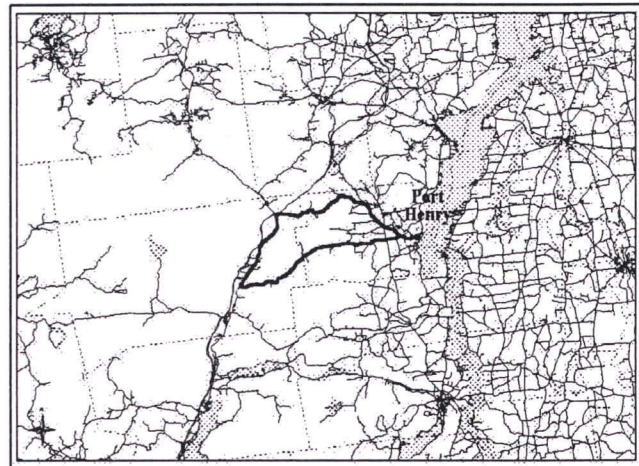
Byway Intrinsic Qualities:

Historic, Natural, Scenic, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism, Industrial & Commercial

Focus Theme: A tour through the most remote paved roads in the Adirondacks with dozens of ponds, wetlands, brooks and rivers.



Loop #54 - Stony Lonesome

Location: Ironville, NY

Mileage: 16.5

Difficulty: Intermediate

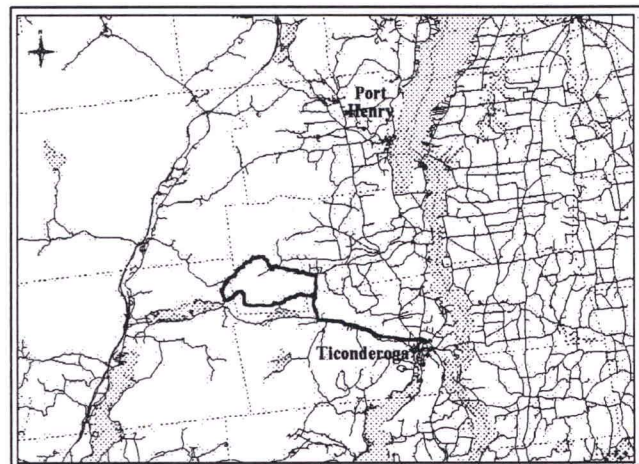
Byway Intrinsic Qualities:

Historic, Natural, Scenic, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism, Industrial & Commercial

Focus Theme: Nature's paradise of hills and valleys, open and wooded terrain, and marshes and ponds.



Loop #55 - Adirondack Marathon Trail

Location: Schroon Lake, NY

Mileage: 26.2

Difficulty: Intermediate

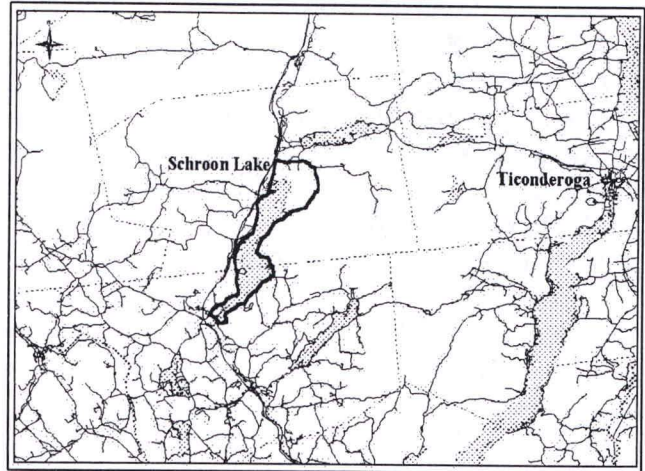
Byway Intrinsic Qualities:

Recreational, Natural, Scenic Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism

Focus Theme: Follows the Adirondack Marathon course around Beautiful Schroon Lake.



Loop #56 - Iron to Iron

Location: Port Henry/Ironville, NY

Mileage: 26.1

Difficulty: Advanced

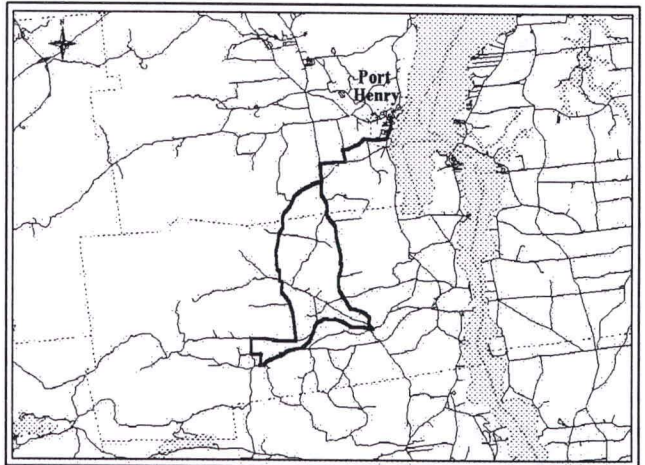
Byway Intrinsic Qualities:

Historic, Natural, Scenic, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism, Industrial & Commercial

Focus Theme: A mining and railroad historic tour, including the former site of Witherbee Sherman & Co's mine headquarters, now housing a local mining museum and outdoor train exhibit. Also featured is the Penfield Homestead Museum, which has exhibits on early mining and refining processes at the birthplace of the electric age.



Loop #57 - Fort to Fort

Location: Crown Point/Ticonderoga, NY

Mileage: 17

Difficulty: Intermediate

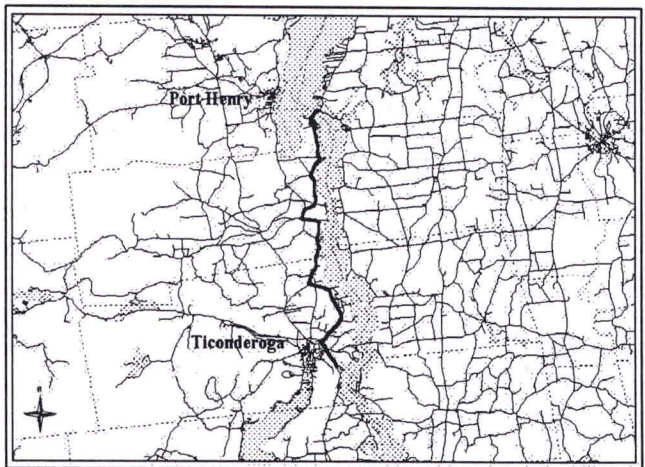
Byway Intrinsic Qualities:

Historic, Natural, Scenic, Cultural

"Four Lives of the Lake" Themes:

Recreation & Tourism, Exploration & Military

Focus Theme: Links two significant forts of the Champlain Valley including Fort Ticonderoga and Crown Point State Historic Site. Fort Ticonderoga is a reconstructed colonial fort and the site of many conflicts during the Revolutionary and French & Indian Wars. Crown Point State Historic Site includes the ruins of colonial French Fort St. Frederic and his "Majesty's Fort at Crown Point."



"Checklist of Steps"

To foster theme loop development, Lake Champlain Bikeways worked with local communities following a checklist of steps. The checklist (Table 2) shows the steps typically involved in establishing a theme loop, keeping in mind that each project has unique characteristics and needs. Lake Champlain Bikeways included this checklist in a manual, *Lake Champlain Bikeways: Making it Happen*. Through this manual, communities and businesses were invited to tap into information generated by Lake Champlain Bikeways and to obtain technical assistance in all aspects of developing theme loops.

Table 2: Checklist of Steps: Developing Lake Champlain Bikeways Bicycle Theme Loops

INITIAL

- ☐ Identify an existing group, or organize a new group, to work on the development of bicycle theme loops in your community or communities. Potential players might include: town representatives, community leaders, economic development organizations, local businesses, youth groups and enthusiastic bicyclists.
- ☐ Identify community goals for bicycling and bicycle tourism.

NEXT

- ☐ Look over the Lake Champlain Bikeways route assessments, and either choose a route to work with, modify a route or identify your own bicycle route.
- ☐ Identify natural, cultural, historic and recreational attractions along the route.
- ☐ Identify businesses and sites along the route that stand to benefit from a bicycle theme loop.
- ☐ Invite interested businesses and sites to get involved by becoming bicycle-friendly.
- ☐ Identify links to other modes of transportation such as ferries and trains.

LATER

- ☐ Identify an enticing theme that characterizes, and is unique, to the region.
- ☐ Identify roadway problem areas for bicyclists and potential bicycle-friendly improvements.
- ☐ Develop a map or guide.
- ☐ Develop bicycle safety and educational materials.
- ☐ Develop informational and interpretive signage to guide cyclists and educate residents and visitors about the natural and cultural heritage of the area.

LONG-TERM

- ☐ Identify viable funding sources for bicycle enhancements.

Publications

A key component of theme loop development has been publications. Because the Lake Champlain Bikeways Steering Committee made a conscious decision not to produce bicycle route maps and guides, local communities have taken on the task as a major part of developing their individual loops. First theme loop publications were released in 1998, including: *Bicycling the Adirondack Coast*, *Rebel's Retreat and Otter Creek Wandering Brochure*, and the *Guide to Sites and Services along the Missisquoi Valley Rail Trail*. In 1999, four more were produced, including *Cycle the City*, *Bicycling the Champlain Islands*, *Bicycling the Northern Adirondack Coast*, and *New Loops of Adirondack Coast Bikeways*.

In all cases, local committees volunteered their time to research and write the text for the publications. Based on a specific theme, they focused on linking notable sites of interest and interpreting the natural and cultural heritage of the area. Most of them incorporated an economic twist by producing bicycle-friendly directories as companion documents to the guide or brochure. Funding came from various sources including grants, private donations and advertisement sales. The Lake Champlain Bikeways Clearinghouse has served as the central distributor of these publications and has promoted them through national feature releases and on the Bikeways web site.

INFRASTRUCTURE IMPROVEMENTS

The route assessment process has provided the important groundwork in identifying roadway "areas of concern" for bicyclists and opportunities for improvement along the Lake Champlain Bikeways Network. Types of improvements and enhancements identified (and in some cases actually implemented) include: (1) widening shoulders, (2) striping bicycle lanes, (3) constructing separated bike paths, (4) installing way-finding signs, (5) replacing street signs, (6) repairing bad pavement or gravel sections, (7) annual sweeping, (8) addressing dangerous storm grates, (9) improving dangerous intersections for bicyclists and pedestrians, (10) creating viewsheds, and (11) installing bike racks, water fountains, restrooms, picnic tables and benches.

To adequately address improvement needs along the theme loops, Lake Champlain Bikeways has relied on local input. Theme loop committees have identified improvement needs along established loops, which is included in the individual county chapters of the Lake Champlain Byways Corridor Management Plan. Improvements and enhancements along theme loops not already established will require attention as they are developed.

Improvement Needs Along the Champlain Bikeway

Most of the improvements to the Champlain Bikeway and its alternates, as shown in Table 3 have not been made. It is hoped that through implementation of Lake Champlain Byways, these improvements can be implemented to better accommodate cycling in the Valley.

Table 3: Improvements Needs Along the Champlain Bikeway and its Alternates

Location	Concern	Improvement Need
Route 133 in Iberville	Heavy Traffic, Large but Undesirable Shoulder	Improve Shoulder
Route 223, Border to St Jean	Narrow Shoulders, Fast Traffic	Create Bike Lanes
Route 2 in North Hero	Narrow Shoulders, Fast and Sometimes Heavy Traffic	Widen Shoulder to at Least Four Feet, Install Share the Road Signs
Route 7 in Colchester between Lake Shore Drive and Chimney Corners	High Traffic Volume, No Shoulders	Widen Shoulders to at Least Four Feet, Install Share the Road Signs
Spear Street in Shelburne and South Burlington	High Speed Traffic and Limited Shoulder in Some Places	Widen Shoulders Where Needed
Stage Road in Orwell and Benson	Dirt Roads in Poor Condition	Smooth Road Surface
Route 9 in Plattsburgh	Wide but Rough Shoulders	Improve Shoulders
Route 22 between Route 903 and Westport	Narrow Shoulders, Fast and Heavy Traffic	Widen Shoulders, Install Share the Road Signs
	Restrooms Needed Throughout	Provide/Install Restrooms

Lake Champlain Basin Program Bikeways Enhancement Awards

To address the needs of touring bicyclists in the Champlain Valley, the Lake Champlain Basin Program established a Bikeways Enhancement Awards Program for local communities along the Lake Champlain Bikeways Network. Since 1998 the Basin Program has funded 20 grants up to \$2,000 for enhancement projects such as bike racks, water fountains, benches and picnic tables, shown in Table 4.

Table 4: 1998-99 Lake Champlain Basin Program Bikeways Enhancement Awards

Year	Project	Sponsor
1998	Richmond Village Bike Racks	Richmond, VT
1998	Adirondack Coast Bike Racks	Boquet River Association, Elizabethtown, NY
1998	Cyclist's Guide to Service and Attractions in Essex, County, NY	Cooperative Business Network, Willsboro, NY
1998	Triangle Park Bike Racks and Benches	Middlebury, VT
1998	Whitehall Bike Racks, Water Fountain, Benches	Whitehall, NY
1998	Norma Jackson Park Water Fountain	Essex Community Heritage Organization, Essex NY
1998	LCMM Bike Racks and Picnic Tables	Lake Champlain Maritime Museum, Panton, VT
1998	Islands Theme Loop Guide	NW Regional Planning Commission, St. Albans, VT
1998	Port Kent Bicycle Shelter and Bike Racks	Chesterfield, NY
1998	Missisquoi Valley Rail Trail Bike Racks	Northwest Rail Trail Council, St. Albans, VT
1998	Natural Interpretive Signs	South Hero, VT
1999	Visitors Center Bike Racks and Benches	Plattsburgh-North Country Chamber of Commerce, Plattsburgh, NY
1999	Richford Shuttle Bike Racks	NW Vermont Public Transit Network, St. Albans, VT
1999	Champlain Islands Bicycle Parking Facilities	Champlain Islands Chamber of Commerce, North Hero, VT
1999	Adirondack Coast Bicycling Guide	Moriah EDZ, Port Henry, NY
1999	Whiteface Mountain Bike Racks	Whiteface Mountain Visitors Bureau, Wilmington, NY
1999	Keeseville Bicycle Racks and Bench	Keeseville, NY
1999	Cycle the City Guide	Burlington Bikeways, Burlington, VT
1999	Adaptive Bicycle Equipment	Vermont Adaptive Ski and Sport, Waitsfield, VT
1999	Vergennes Bicycle Parking Project	Vergennes, VT

BICYCLE-FRIENDLY WORKSHOPS

To educate businesses on the economic benefits of bicycle tourism, Lake Champlain Bikeways hosted six workshops in New York and Vermont on being a bicycle-friendly business. Several of the workshops were organized in coordination with local chambers of commerce and the local coordinators of the Lake Champlain Byways project.

Although primarily geared for lodging establishments, several other businesses in a position to economically benefit from touring bicyclists also attended, including restaurants, orchards, vineyards, museums and general stores. Professionals in the field of bicycle tourism were hired to give presentations and lead discussions. In some cases, model businesses already successfully catering to bicyclists were enlisted to share their experiences.

The purpose of the workshops was two-fold: 1) to inspire businesses to cater to bicyclists, thereby increasing their income by appealing to the growing number of bicyclists coming to the region, and 2) to educate them on the specific ways to capture the touring

bicyclist's business. The overall message was that there is a growing interest in cycling in the Champlain Valley and this interest can only enhance the economic vitality of area if local businesses provide the amenities and services that bicyclists are looking for.

SIGNAGE

In 1999 the Lake Champlain Bikeways Steering Committee decided to install directional signage along the Lake Champlain Bikeways Network. The decision did not come easy as the Steering Committee had several debates on the advantages and disadvantages of directional signage. In addition to signage, the Committee debated two other options including, road markings and the option of no physical mark at all, whereby maps were solely relied upon to navigate the routes. One Steering Committee member, Bruce Burgess, compiled a useful table (Table 5, page 28) of issues concerning designating bicycle routes with signs, markings or guidebooks.

Installing a unified signage system around Lake Champlain is no small task when considering the multitude of jurisdictions involved. Two states, two countries, eight counties and countless towns and cities all have jurisdiction over the roads in the Champlain Valley. Lake Champlain Bikeways also has been faced with alleviating local concerns that installing directional signs will increase a town's liability. In fact this concern is a misconception; cyclists already have full rights to use public roadways (with the exception of interstates) and installing bicycle route signs does not make a town any more or less liable than they already are.

The initial signage project was launched with the City of Burlington expressing a strong interest in developing signs for their bicycle theme loop, "Cycle the City." Realizing that signage would have to happen slowly--town-by-town--Lake Champlain Bikeways decided to conduct a pilot project to: 1) design the signs, and 2) explore the process of implementation. The design addressed how to differentiate between the Champlain Bikeway and coincidental theme loops. Shown below, they have been installed along the Champlain Bikeway and Cycle the City in the City of Burlington.

To continue the signage project, Lake Champlain Bikeways hopes to conduct a signage planning project which will include working with Agencies of Transportation in Vermont, New York and Quebec and a significant public involvement process with local communities. The goal is to sign the entire network in as a consistent and uniform manner as possible.



Table 5: Issues Concerning Designation of Bicycle Routes

Designation Types	General Pros and Cons	Public Initiative	Private Initiative	Joint Initiative
Signs	<ul style="list-style-type: none"> Raises public awareness of bicycling Stakes a "claim" to the use of the roadway for bicycle activity from a scenic byways management point of view Encourages reliance on the signage system by bicyclists Missing signs break the continuity of the route and weaken trust in the system by bicyclists Subject to vandalism, theft Alerts motorists of increased bicycle activity along route 	<ul style="list-style-type: none"> Implies "official" acceptance of a route May have to conform to MUTCD designs May require state, regional and local approvals Gaps may occur if not approved by all jurisdictions May be subject to budget/scheduling constraints \$75-\$125 per sign 	<ul style="list-style-type: none"> May permit greater freedom of design Could be placed without governmental approval May be declared illegal and subject to removal Could be designed small enough to be seen by bicyclists only May possibly be affixed to existing poles, signs Funding could be an issue Could coalesce cycling interests from around the region 	<ul style="list-style-type: none"> Provides continued opportunity for a public/private partnership May combine public funding with private labor May reinforce sense of "ownership" among all parties Assignment of maintenance responsibilities could become an issue
Pavement Markings	<ul style="list-style-type: none"> Seen by bicyclists only May be unexpectedly obliterated during resurfacing Paint has limited lifespan, especially at intersections Don't have to wait for time-consuming approvals Potential for using unique stencil, clockwise and counterclockwise 	<ul style="list-style-type: none"> No existing MUTCD guidance for route pavement markings May face resistance from transportation agencies 	<ul style="list-style-type: none"> Could be placed without governmental approval Easily applied with brush, stencil and paint from a bicycle Encourages wide-spread participation 	<ul style="list-style-type: none"> Heavily or solely reliant upon private initiatives
Maps/Guidebooks	<ul style="list-style-type: none"> Less responsive to a need for spontaneous or quick changes Eliminates concerns regarding maintenance or vandalism Can't be followed by someone without a map or guidebook Cannot create public awareness unless supported by "share the road" signs 	<ul style="list-style-type: none"> Can usurp economic opportunities from entrepreneurs Funding or interest may not exist for reprinting 	<ul style="list-style-type: none"> Provides economic opportunities for entrepreneurs If profitable, reprinting is assured Opens door for many ventures at different price points 	<ul style="list-style-type: none"> Public funds can bootstrap private projects and investments
Other				

STRATEGIES FOR THE FUTURE

ESTABLISHING A SUSTAINABLE ORGANIZATIONAL STRUCTURE FOR LAKE CHAMPLAIN BIKEWAYS

Since its inception in 1993, the Lake Champlain Bikeways Steering Committee has consistently revisited the "big picture" question, "What do we want to be when we grow up?" In other words, how will Lake Champlain Bikeways forge ahead into the future as a sustainable effort?" Now after six years under development as a loosely-knit public/private alliance (as part of the Lake Champlain Basin Program) Lake Champlain Bikeways has "grown up" enough to transform into a more independent organization. Bikeways has clearly demonstrated that: (1) the Lake Champlain Valley is indeed a premier bicycling touring destination and, (2) there is tremendous potential to increase bicycle tourism in the region by strengthening current efforts. Concurrently, Lake Champlain Bikeways is also facing the potential of losing all or part of existing financial and technical support from the Lake Champlain Basin Program through the National Park Service (explained below).

Identifying an appropriate organizational structure must be carefully sorted out by a variety of stakeholders in the region who stand to benefit. Taking a close look at what is currently working, as well as what could be done better, must be carefully examined. Options for a transformation could include: (1) working under the wings of an existing organization; (2) establishing an independent, non profit organization; or (3) managed by a coalition of organizations whereby each would take on certain responsibilities. Laissez-faire under the Lake Champlain Basin Program is working fine for the short-term, however this may prove to be problematic for the long-term.

Transforming into a new organization may also provide new opportunities to launch Lake Champlain Bikeways to a higher level. It may open new doors for partnering and gaining technical and financial support from new and innovative sources.

Burlington, VT Mayor Peter Clavelle has expressed a strong interest in being a champion in forming a sustainable organization for Lake Champlain Bikeways. Through the "Triangle of Excellence" between Burlington, VT, Plattsburgh, NY, and St. Jean -sur-Richilieu, Quebec, Mayor Clavelle is working on coalescing the political support to sustain Lake Champlain Bikeways into the future.

SECURING ONGOING FUNDING SOURCES

To date, Lake Champlain Bikeways has received the lion's share of its funding from the National Park Service-Rivers, Trails & Conservation Assistance Program through the Lake Champlain Basin Program. One or two staff persons from either the National Park Service or the Lake Champlain Basin Program have been assigned to work on the Lake Champlain Bikeways project. In addition the Basin Program has provided \$5,000 - \$10,000 per year for operating costs, including the Bikeways information clearinghouse (Note: The Lake

Placid/Essex County Visitors Bureau has also provided substantial staff support and funding to maintain functions of the clearinghouse.)

However, as Lake Champlain Bikeways forges ahead, it is facing the potential of losing financial and technical support from the Lake Champlain Basin Program. This is due to the fact that the National Park Service did not provide a FY'99 appropriation to the Basin Program. Ongoing federal funding from the Lake Champlain Basin Program through a FY'00 National Park Service appropriation is uncertain, although not completely ruled out at this time.

Regardless of what pans-out on the Federal level, Lake Champlain Bikeways must keep "a good thing going" by expanding and exploring new and fresh funding mechanisms. Options to consider include: advertising sales, state and municipal support, products development, grants, sponsorship, licensing, etc. Bold steps in securing ongoing funding will not only be necessary to maintain Lake Champlain Bikeways, but in addition, it has the potential to advance the initiative to a new level to truly develop and promote the Champlain Valley as a world-class bicycle-touring destination.

VISION, GOALS, OBJECTIVES AND ACTIONS

The Lake Champlain Bikeways Steering Committee has approved the following vision statement, goals, objectives and actions.

Vision Statement: By establishing a world class bicycle-friendly environment, we will enrich the Lake Champlain region's living landscape for residents and visitors alike.

Goals and Objectives

Goal 1: Preserve and protect the existing high quality bicycling experience currently found in the Lake Champlain Valley.

Objectives:

- 1a:** Develop ways to instill a sense of regional pride in the Lake Champlain Valley as a bicycle-friendly region.
- 1b:** Maintain and enhance healthy and productive coordination between the partners of Lake Champlain Bikeways and Lake Champlain Byways.
- 1c:** Ensure that bicyclists are active stakeholders (along with other various stakeholders) throughout the Lake Champlain Byways designation and implementation processes.
- 1d:** Maintain the Champlain Valley's scenic, historic and rural character.

Actions:

1a: Formalize an arrangement between Lake Champlain Bikeways and Lake Champlain Byways to continue a partnership which focuses on preserving and protecting the existing high quality bicycling experience currently found in the Champlain Valley.

1b: Advocate for bicyclists' interests in the preservation and protection of the Champlain Valley's scenic resources through organizations like the Vermont Scenery Preservation Council.

Goal 2: Ensure a long-term, sustainable organization for the Lake Champlain Bikeways initiative.**Objectives:**

2a: Determine an appropriate organizational arrangement for Lake Champlain Bikeways.

2b: Identify interested and committed stakeholders to broaden the support for Lake Champlain Bikeways.

2c: Reduce Lake Champlain Bikeways' dependence on Federal financial support and secure funding from a diversity of public and private sources.

Actions:

2a: Convene a stakeholders meeting to generate interest and commitment in continuing and transforming the Lake Champlain Bikeways organization.

2b: Develop a business plan and funding strategy to include: advertising sales, state and municipal support, product sales, grants, sponsorships, licensing, etc.

2c: Conduct a series of long and short fund-raising tours along the Lake Champlain Bikeways Network to celebrate the new Millennium. Organize an annual around-the-lake world-class bike touring event and look into the possibilities of closing off all lakeside roads for this event.

2d: Identify specific task groups to implement this plan and enlist appropriate representation.

Goal 3: Improve, enhance and maintain the roadway and other infrastructure of the Lake Champlain Valley to truly become a bicycling mecca.**Objectives:**

3a: Work with local, county, regional and state transportation officials to encourage ongoing bicycle-friendly improvements along existing roadways of the Lake Champlain Bikeways Network and other popular bicycle routes.

3b: Encourage the development and provision of facilities for touring bicyclists along the Lake Champlain Bikeways Network such as bike racks, water stops, restrooms and picnic areas.

3c: Install directional signage along the Lake Champlain Bikeways Network for improved wayfinding.

3d: Encourage and support the development of innovative projects such as bicycle ferries.

3e: Strengthen bicycle route connections with multi-modal transportation opportunities in the region.

Actions:

3a: Work with local, regional and state transportation agencies to develop some basic guidelines and standards to enhance the bicycle-friendliness of the Lake Champlain Bikeways Network.

3b: Develop a research and public awareness program for advocacy and support to all key "publics."

3c: Develop a viable, ongoing small grants program to implement facilities for touring bicyclists such as bike racks, water stops, restrooms and picnic areas.

3d: Develop and implement a Lake Champlain Bikeways directional signage plan.

3e: Identify partnering opportunities to facilitate multi-modal transportation connections with bicycle routes of the Lake Champlain Bikeways Network. Partners could include Lake Champlain Transportation, other ferries, Amtrak, local bus companies, and Burlington International Airport.

3f: Establish a permanent Burlington/Colchester/South Hero bicycle and pedestrian connection across the Winooski River and the Malletts Bay causeway.

3g: Establish a permanent bicycle/pedestrian sail ferry replica between Chimney Point, VT and Crown Point, NY.

Goal 4: Complete the development of the Lake Champlain Bikeways Network of theme loops.

Objective:

4a: Encourage local involvement in the continued development of theme loops.

Action:

4a: Develop a strategy to complete the Lake Champlain Bikeways Network of theme loops.

Goal 5: Create a bicycle-friendly region with an emphasis on safety.

Objectives:

5a: Educate bicyclists on ways to be safer riders.

5b: Educate motorists about sharing the road with cyclists and respecting their presence.

Action:

5a: Develop a bicycle safety awareness and education program in the Champlain Valley.

Goal 6: Promote the Lake Champlain Valley so that it is recognized as a world-class bicycle touring destination.

Objectives:

6a: Identify aggressive and effective marketing mechanisms for the promotion of Lake Champlain Bikeways.

6b: Engage regional tourism agencies to collaborate in promoting bicycle touring in the Champlain Valley.

6c: Incorporate the efforts of Lake Champlain Bikeways with that of "Celebration Champlain."

6d: Obtain national recognition through designations such as "Millennium Trail" designation.

Actions:

6a: Develop an aggressive marketing strategy for Lake Champlain Bikeways. Actions could include: fam tours, festivals, promotional efforts, advertising, feature release, web site development, collateral fulfillment, rack distribution, direct mail/email, co-op, display units at airports and train stations, etc.

6b: Develop collaborative ways to market and promote the Lake Champlain Valley for bicycle tourism.

Goal 7: Provide residents and visitors with accurate, informative and attractive information on bicycling opportunities in the Champlain Valley.

Objectives:

7a: Encourage the private sector to publish information on Lake Champlain Bikeways.

7b: Develop a comprehensive guidebook of the entire Lake Champlain Bikeways Network.

7c: Develop local and regional brochures highlighting individual theme loops of the Lake Champlain Bikeways Network.

7d: Strengthen information dissemination capabilities of the Lake Champlain Bikeways Clearinghouse.

Actions:

7a: Continue and enhance efforts to work with private companies as well as local communities and non-profits in generating information on Lake Champlain Bikeways theme loops and other bicycling opportunities in the Valley.

7b: As part of Action 7a, create a single brochure that highlights the Champlain Bikeway and all of its connecting theme loops.

7c: Hire a full-time employee for the Lake Champlain Bikeways Clearinghouse.

Goal 8: Instill a sense of appreciation for the outstanding natural and cultural heritage of the Champlain Valley.

Objectives:

8a: Enhance the resident and visitor experience of the Lake Champlain Bikeways Network through natural, cultural and historic theme loops.

8b: Collaborate with natural, cultural and historical heritage sites to welcome and encourage visitation by bicyclists.

Actions:

8a: Continue to identify a variety of natural, cultural and historical themes in creating unique and edifying theme loops of the Lake Champlain Bikeways Network.

8b: Create a brochure and/or organize a workshop for natural, cultural and historical heritage sites on the value of accommodating bicyclists traveling along established theme loops highlighting their sites.

8c: Develop interpretative signage along theme loops of the Lake Champlain Bikeways Network.

Goal 9: Enhance the economic vitality of the Lake Champlain Valley through bicycle touring.

Objectives:

9a: Work with local businesses to identify ways to attract and cater to bicycle tourists.

9b: Promote bicycle-friendly businesses through the Lake Champlain Bikeways web site and written literature.

9c: Develop and expand business opportunities to capture the increasing bicycle touring market in the Champlain Valley.

9d: Host bicycle-friendly workshops for businesses with an interest in bicycle tourism.

Actions:

9a: Sell advertisement space on the Lake Champlain Bikeways web site and services directory, as well as other appropriate Lake Champlain Bikeways promotional materials.

9b: Develop a brochure for businesses on how to develop or expand their business with innovative offerings for bicyclists (i.e. bicycle-friendly products and services).

9c: Create a Lake Champlain Bikeways flag that businesses can purchase and fly as an added measure to attract touring bicyclists.

NEXT STEPS

The Lake Champlain Bikeways met for a brainstorming retreat on September 30, 1999 to identify important next steps for the Bikeways initiative. The Steering Committee committed to pursue the following priority actions (incorporated in the action list above.)

1. Create an independent organization.

2. Convene a "Summit" of the bikeways "stakeholder" agencies.

3a. Organize an annual around-the-lake world-class bike touring event.

3b. Close off all lakeside roads for the world-class bike touring event.

4. Develop a research and public awareness program for advocacy and support to all key "publics."

"LAKE CHAMPLAIN WATERWAYS"

Planning for Water-Based Recreation within the
Lake Champlain Byways Corridor

October 29, 1999

Prepared by the Lake Champlain Basin Program



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BACKGROUND

PROJECT OVERVIEW

In 1990, the United States Congress passed the *Lake Champlain Special Designation Act of 1990*. This Act mandated that the states of Vermont and New York develop a Pollution Prevention, Control and Restoration Plan for Lake Champlain, resulting in the formation of the Lake Champlain Basin Program. In 1997 the Basin Program produced a plan, known as *Opportunities for Action: An Evolving Plan for the Future of the Lake Champlain Basin*. As part of the Lake Champlain Basin Program's overall planning effort, the New York State Office of Parks, Recreation and Historic Preservation and the Vermont Department of Forests, Parks and Recreation entered into a cooperative agreement (through funding from the National Park Service) to develop a comprehensive recreation management plan for the Lake.

The Basin Program planning process included extensive research and public input. Rather than the Lake Champlain Byways Project duplicate this work, the decision was made to use the recreation planning work of the Basin Program as a basis for the Corridor Management Plan. Hence this Chapter summarizes the Basin Program's recreation planning effort, and make some concluding recommendations drawn from the Basin Program's work.

LAKE CHAMPLAIN BASIN PROGRAM RECREATION PLANNING PROJECT

A Recreation Paradise

Lake Champlain is a significant natural and recreational resource nestled like a jewel between the scenic mountain ranges of the Adirondack Mountains in New York and the Green Mountains in Vermont, and crossing the Canadian border in Québec. As the sixth largest freshwater lake in the continental United States, Lake Champlain offers countless recreational opportunities to a variety of recreation users. Now in its "recreation and tourism life" of the Lake Champlain Byways theme, "The Four Lives of Lake Champlain," Lake Champlain has evolved into a recreation destination. Popular water-based activities include: power-boating, sailing, sea kayaking, canoeing, sail-boarding, angling, water-skiing, scuba-diving, swimming, wildlife-viewing, nature interpretation and waterfowl hunting. Lake Champlain also offers many opportunities for winter recreation, including ice-boating, ice-angling, snowmobiling, ice-skating and cross-country skiing.

Planning Process

Working closely with a forty-member advisory committee, known as the Lake Champlain Recreation Working group, the states of Vermont and New York jointly developed a Lake Champlain Recreation Plan with an overall goal to manage Lake Champlain, its shoreline and its tributaries for a diversity of recreational use while protecting its natural and cultural resources.

Primarily focusing on the Lake and its shoreline, the planning effort involved several research projects conducted between 1991 and 1995. Complete with a series of five technical reports, the research projects include:

- 1) *Lake Champlain Boat Study* (1993): an aerial photographic assessment of the numbers, types and patterns of boating use;
- 2) *Lake Champlain Recreation Public Involvement* (1994): a process that engaged recreational user groups, local officials and citizens of the Basin to voice their recreational needs, issues and concerns regarding Lake Champlain;
- 3) *Lake Champlain Recreation User Surveys* (1995): a series of nine surveys assessing issues, needs and concerns of recreation user groups; current types and concentrations of recreational use; public access improvement needs; trip-related expenditures; and user characteristics;
- 4) *Lake Champlain Recreation Resources Inventory* (1995): a comprehensive compilation of New York and Vermont public and private recreational sites within a three-mile buffer of Lake Champlain.

Using these studies as baseline information, the States, together with the Lake Champlain Recreation Working Group, developed a vision statement and identified major issues, goals, objectives and recommendations for action. Together with important research findings from the technical reports, this was compiled under one document titled, *Lake Champlain Recreation Assessment Report* (1996). The assessment report is intended to be the supporting document of the Managing Recreation Chapter of *Opportunities for Action: An Evolving Plan for the Future of the Lake Champlain Basin*.

Vision Statement

Lake Champlain recreationists will: enjoy a diversity of recreational opportunities; have ample and adequate access to the Lake; benefit from the economic value of travel, tourism and recreation; be respectful of the needs and limitations of other recreationists; act responsibly and abide by the rules of the road; and be confident that the natural, cultural and historic resources of Lake Champlain and its Basin will be protected, restored and maintained for future generations.

Major Issues

Recognizing the need to preserve the environmental integrity and the high quality recreational experience currently found on Lake Champlain, five major issues emerged from this research, including:

- 1) enhance the expand public access opportunities;
- 2) promote sustainable tourism opportunities;
- 3) reduce congestion and conflicting uses;
- 4) improve boating safety and enforcement; and
- 5) enhance natural, cultural and historic resources stewardship.

Of particular relevance to water-based recreation is the issue: enhance and expand public access opportunities. To address specific needs at access sites and public boat launch sites, Table 1 was generated and included in *Opportunities for Action: An Evolving Plan for the Future of the Lake Champlain Basin*.

Table 1: Priority needs at Vermont Fish and Wildlife Access Sites, New York State DEC Fishing Access Sites and New York State Office of Parks Recreation and Historic Preservation Boat Launching Sites Identified by Public Access Site User Survey Respondents, Public Involvement Efforts and New York and Vermont Boating Access Improvement Plans.

NYSDEC Boating Access Sites/NYSOPRHP Boat Launch Sites	Identified Need	Estimated Improvement Costs	Agency Priority Rank for Existing Site Improvements*
Chazy Landing (OPRHP)	restrooms (installed toilet 1991)	NA	Recently Improved in 1991
Crown Point Reservation (DEC)	launch ramp & dock improvements, restrooms, parking capacity	\$650,000	8
Ticonderoga (DEC)	dock improvement, launch ramp improvement & parking capacity	\$400,000	2
Westport (DEC)	launch ramp; parking and dock improvements; site prone to flooding-raise parking area	\$600,000	1
Peru Dock (DEC)	Site supervision, security lighting, restroom improvement	\$150,000	6
Point Au Roche Boat Launch (OPRHP)	restrooms, dock improvements	NA	Recently Improved Site
Point Au Roche State Park (OPRHP)	access site recently reconstructed in 1991	NA	Recently Improved Site
Port Douglas (DEC)	restroom, launch ramp & dock improvements	\$150,000	5
Port Henry (DEC)	restroom improvements, expand parking capacity	\$400,000	4
South Bay (DEC)	restroom improvements, site maintenance, fishing pier (handicapped accessible)	\$335,000	3
Willsboro (DEC)	restroom & dock improvements	\$100,000	7
VT FWD Access Sites	Identified Need	Estimated Improvement Costs	Agency Priority Rank for Existing Site Improvements**
Shelburne Bay	launch ramp & dock improvement, dredging	\$95,000	5
Malletts Bay	restroom	\$25,000	7
Hathaway (St Albans Bay)	restroom, increased parking, acquisition	\$75,000	8
Fort Cassin	dock improvement, increased parking, universal shore fishing platform	\$40,000	21
Dillenbeck Bay	docks & dredging, breakwater	to be determined	to be determined

Vantines	launch ramp reconstruction, breakwater, increased parking, docks	\$140,000	16
Holcomb Bay	parking expansion	\$15,000	10
Rock River	ramp reconstruction, dredging, parking improvement	\$45,000	11
Larabees Point	port-o-let, north ramp reconstruction, docks	\$55,000	13
Laphams Bay	port-o-lets	to be determined	4
Bensons Landing	port-o-lets, dock improvement, universal shore fishing platform	\$45,000	15
Stoney Point (Isle La Motte)	breakwater, ramp reconstruction	\$110,000	22
South Slang	parking improvements, ramp reconstruction	\$55,000	25
Tabor Point	ramp reconstruction, breakwater, docks	\$165,000	23
Van Everest	ramp reconstruction, dock improvements, parking	\$165,000	19
West Swanton	parking and dock improvements, port-o-let	\$50,000	12
Winooski River (Rte 127)	universal shore fishing platform, parking improvements	\$100,000	3
Converse Bay	parking improvement, universal shore fishing platform	\$45,000	28
Chimney Point	breakwater, new ramp construction, parking improvements, universal shore fishing platform	\$110,000	6
Stephenson Point	future improvements as needed	to be determined	29
Keeler Bay	ramp reconstruction, dredging	\$75,000	17
Lamoille River	dock improvements, port-o-let, shoreline stabilization	\$25,000	14
Burlington Waterfront Park Boat Access (Joint project with City of Burlington)	new concrete ramp, parking, docks, landscaping	\$150,000	2
Grand Isle Shore Fishing Access	fishing pier and parking	\$12,000	1
Pelot's Point	construct boat ramp, new parking, universal shore fishing area	\$95,000	9
Lewis Creek	land acquisition	\$45,000	18
Missisquoi River	land acquisition	\$35,000	20
Lewis Creek	land acquisition, parking	\$55,000	24
McCuen's Slang	ramp reconstruction, dock, channel improvement	\$85,000	27
Shelburne Bay	universal shore fishing	\$30,000	26

*Priorities for improvement identified by NYSDEC for the next five years (1996-2001)

**Priorities for improvement identified by VT ANR for the next seven years (1996-2003)

Note: Some of the needs identified in Table 1 may have been addressed since data were collected.

Municipalities also expressed public access needs through an extensive public involvement process with Vermont shoreline town officials. (Note: Because of other research priorities, gathering input from New York shoreline towns did not occur as part of the Lake Champlain Basin Program work. However recreation user groups and recreationists were extensively involved through the Recreation Working Group and the recreation user survey effort. In addition, Clinton and Essex Counties conducted a waterfront revitalization study which included public access needs, now referred to in identifying priorities for implementation projects.)

Table 2 demonstrates various access improvement, development, expansion and enhancement needs in shoreline communities of Vermont. Details are documented in the technical report, *Lake Champlain Recreation Public Involvement*, which should be referred to when making funding requests. Some of these needs have been addressed by the Lake Champlain Basin Program's Public Access Enhancement Awards Program, designed specifically to fund a diversity of public access projects for municipalities and non-profit organizations.

Table 2: Access needs in Vermont Shoreline Communities Identified by Town Officials.

Town Beach	Boat Access	Conservation/ Recreation Area	Fishing Pier	Marina	Improvements at Existing State Access Areas
Alburg	S. Hero	N. Hero	S. Hero	St. Albans	Alburg (3)
N. Hero	Highgate	Grand Isle	Shoreham	Georgia	Grand Isle (1)
Grand Isle	Georgia	St. Albans	Orwell	Shelburne	S. Hero (1)
Highgate	Colchester	Colchester			Isle La Motte (2)
Milton	Charlotte	Shelburne			Highgate (1)
Colchester	S. Burlington	Panton			Colchester (1)
Addison	West Haven	Shoreham			Shelburne (1)
Shoreham		West Haven			Shoreham (2)
Orwell					Benson (1)
Benson					

Goals and Objectives

The following outlines five goal statements and a number of objectives according to the five major issues sections identified above

I. Expanding and Enhancing Public Access

Goal Statement:

Expand and enhance public access opportunities on Lake Champlain for a diversity of users.

Objectives:

- Upgrade and expand existing public boating access sites. Modifications include the repair and/or development of sanitary facilities, docks, ramps, parking, handicapped access and pumpouts.
- Diversify existing public boating access sites on Lake Champlain to accommodate various recreational users and seasonal access opportunities while avoiding user conflicts.

- c) Provide additional boating access sites in appropriate locations to accommodate current and future demand levels.
- d) Provide additional public access opportunities in appropriate locations to accommodate a diversity of non-boating uses such as swimming, hiking, bicycling, camping, nature interpretation, cross-country skiing, ice skating, snowmobiling, ice-angling, scuba diving, hunting, trapping and wildlife viewing.
- e) Enhance access opportunities for persons with disabilities.
- f) Provide information at access sites to educate users about various recreational opportunities found on the Lake and common user conflicts at access sites.

II. Promoting Sustainable Tourism Opportunities

Goal Statement:

Develop sustainable tourism opportunities that highlight the natural, cultural and historic character of the Lake Champlain Basin and instill a sense of appreciation and stewardship of the resources.

Objectives:

- a) Advocate responsible use and management of unique and significant natural, cultural and historic sites.
- b) Promote a "Lake Champlain" perspective in tourism information, research, planning and development in the Lake Champlain Basin.
- c) Enhance the international appeal of the Lake Champlain Basin that emphasizes environmental uniqueness, historic crossroads and the geographic link between Lake Champlain and the Richelieu River.
- d) Support the development of low-impact recreational activities that assure high environmental quality for future generations and improve the economic vitality of local businesses.
- e) Encourage close coordination between tourism organizations in New York, Vermont and Québec.

III. Reducing Congestion and Conflicting Uses

Goal Statement:

Improve the quality of recreational experiences on Lake Champlain for a diversity of recreational uses by minimizing user conflicts and reducing congestion.

Objectives:

- a) Improve education programs on Lake Champlain to better inform recreationists on user ethics that promote awareness of needs, expectations, limitations and requirements of various user groups.
- b) Minimize congestion and conflicting uses in high-use areas by developing management strategies appropriate to the localized area.
- c) Encourage local efforts to mitigate anticipated congestion and conflicting use problems.

IV. Improving Boating Safety and Enforcement

Goal Statement:

Improve safe recreational use on Lake Champlain.

Objectives:

- a) Enhance public education and awareness programs to improve navigation and safe boat handling skills, and increase compliance with boating and recreational laws.
- b) Increase enforcement in areas of need.
- c) Improve coordination between all enforcement entities on Lake Champlain.

V. Enhancing Natural, Cultural, and Historic Resources Stewardship

Goal Statement:

Manage Lake Champlain, its shorelines and its tributaries for a diversity of recreational uses while protecting its natural and cultural resources.

Objectives:

- a) Improve water quality conditions to provide high quality recreational experiences and opportunities.
- b) Determine thresholds and monitor conditions for sustainable recreational use of natural, cultural and historic resources.
- c) Establish educational programs that promote the wise use of natural, cultural and historic resources.
- d) Protect, conserve and manage fish and wildlife populations for recreational use while maintaining sustainable populations and habitat conditions.
- e) Encourage the continuation of management programs to prevent and control the spread of non-native nuisance aquatic species, including an educational component for recreationists.
- f) Establish a lake-wide program for the management of underwater historic resources.
- g) Protect shoreline resources for sustainable recreational use.
- h) Maintain close working relationships with Québec representatives to protect, conserve and preserve natural, cultural and historic resources of the Lake Champlain Basin.

Summary of Recommended Actions

To achieve the goals and objectives stated above, the Lake Champlain Recreation Working Group made a number of recommendations for action based on the major issues. For purposes of this chapter, only those actions relevant to Lake Champlain Byways are included. Detailed descriptions of the actions are found in the *Lake Champlain Assessment Report*, available through the Lake Champlain Basin Program.

Following each action is a brief progress report shown in *italics*. Success in implementing these actions has varied and has often hinged on a bi-state, provincial and local commitment to work together for change and progress. Innovative partnerships continue to be formed to actively engage citizens in creating solutions for a common vision.

- 1) Establish a public access opportunities program that implements measures to improve existing boating and non-boating access sites on Lake Champlain.
Progress Report: The Lake Champlain Basin Program established a Public Access Enhancement Awards Program (see page 13) in 1997, providing to date \$77,500 for 23 projects at existing boating and non-boating access sites on Lake Champlain. Additional improvements continue to be needed at various state and municipal sites.
- 2) Establish a public access opportunities program that implements measures to develop additional boating and non-boating access sites on Lake Champlain.
Progress Report: As part of number 1 above, the Lake Champlain Basin Program has provided funds for new public access sites on Lake Champlain.
- 3) Develop information on public access opportunities on Lake Champlain.
Progress Report: A fact sheet: "Boating to State Parks and Historic Villages on Lake Champlain" has been published in 1999, see page 13.
- 4) Develop natural and cultural heritage interpretive trails that link unique and significant sites.
Progress Report: The Lake Champlain Historic Landings Trail (see page 12) is underway for water-based, as well as land-based access.
- 5) Continue to develop the Lake Champlain Paddlers' Trail (see page 11).
Progress Report: The Lake Champlain Committee has launched the Lake Champlain Paddlers' Trail with 18 publicly owned designated sites, described in a guidebook that was published in 1998.
- 6) Explore the feasibility of establishing a reciprocal fishing license on Lake Champlain.
Progress Report: The New York Lake Champlain Citizens Advisory Committee has been advocating for a reciprocal fishing license through negotiations with the Vermont Department of Fish and Wildlife and the New York Department of Environmental Conservation.
- 7) Develop and implement a management program for Lake Champlain's underwater historic resources.
Progress Report: The Lake Champlain Maritime Museum, together with the States of Vermont and New York are currently developing a Lake Champlain Underwater Historic Preserves System (see page 14).
- 8) Develop a comprehensive guide to all types of public access opportunities on Lake Champlain and its tributaries.
Progress Report: No action taken; may be incorporated into the Lake Champlain Basin Program's Fact Sheet Series.
- 9) Develop a Lake Champlain Basin angling and hunting guide.
Progress Report: No action taken.

- 10) Develop a Lake Champlain Basin wildlife viewing and nature interpretation guide.
Progress Report: The Lake Champlain Birding Trail Project was launched in 1999 and will include a guide of birding sites in the Champlain Valley.
- 11) Establish centralized locations (Burlington, Plattsburgh, Crown Point, Saint-Jean, etc.) for the dissemination of information on year-round use of recreational, natural, cultural and historic resources in the Lake Champlain Basin.
Progress Report: No action taken for boating information (only Bikeways information).
- 12) Expand and create interpretive and educational programs on the natural, cultural and historic resources of the Basin to inform tourists and providers alike about the sustainable use of resources.
Progress Report: The Lake Champlain Committee published two guides: the "Lake Champlain Paddlers' Trail Guidebook and Stewardship Manual" and the "Lake Champlain Boaters' Manual," both of which inform boaters about the sustainable use of the Lake's resources.
- 13) Evaluate and develop management strategies to reduce congestion and conflicting recreational use in localized high-use areas.
Progress Report: In 1996, the Town of Colchester developed a Recreation Management Plan for Malletts Bay, a boating hotspot on Lake Champlain. The City of Burlington is also currently beginning work on a harbor management plan.
- 14) Develop a Lake Champlain recreation advisory group to advise on managing conflicting recreational use.
Progress Report: No action taken.
- 15) Develop a program for pump-out development and improvement on Lake Champlain.
Progress: No coordinated bi-state action taken; could become part of the Lake Champlain Basin Program's fact sheet series.
- 16) Educate swimmers about potential health risks at Lake Champlain beaches.
Progress: No coordinated bi-state action taken; could become part of the Lake Champlain Basin Program's fact sheet series.
- 17) Evaluate the need to reduce pollution from motorboats on Lake Champlain.
Progress: No action taken.
- 18) Develop an education program to improve public understanding and promote stewardship of Lake Champlain's shoreland resources.
Progress Report: No coordinated bi-state action taken; could become part of the Lake Champlain Basin Program's fact sheet series.

DEVELOPING LAKE CHAMPLAIN WATERWAYS

OVERVIEW

Historically, Lake Champlain has served as a significant transportation waterway for many centuries and through many dynamic eras, beginning with native culture, early European settlement, important military battles, agricultural prosperity, and finally industrial development. Throughout these eras transportation has clearly defined the Lake's evolution.

Today, use of the Lake has evolved to primarily recreational use, presenting new opportunities to develop it as a transportation waterway through the creation of routes and trails for boaters. These routes could connect significant sites along the lakeshore, as well as along the lake's tributaries. Similar to the Lake Champlain Bikeways program, these waterways could be marked and include local interpretation materials developed for visitors.

Already, the Lake Champlain Basin Program and others have begun work on a number of Lake Champlain waterway initiatives including: the Lake Champlain Paddlers' Trail, the Lake Champlain Historic Landings Trail, Lake Champlain Recreation and Cultural Heritage Fact Sheet Series, a Lake Champlain Public Access Enhancements Program, and a Underwater Historic Preserves System. These current projects and programs are described below:

LAKE CHAMPLAIN PADDLERS' TRAIL

Launched in 1998, the Lake Champlain Paddlers' Trail is an end-to-end water trail linking access sites and camping opportunities for paddlers along the shorelines of New York, Vermont and Québec. The mission of the Lake Champlain Paddlers' Trail is to develop and maintain a trail for human-powered boats and to encourage managed access and responsible, safe recreation. Trail development and use will be guided by a sense of stewardship, with a philosophy of low impact use of the Lake and its shorelands, while educating visitors about the region's unique cultural and natural heritage.

Leading the effort is the Lake Champlain Committee, a non-profit citizens' environmental organization dedicated to protecting a clean and accessible lake. Development of the trail initially began in 1993 through a joint effort of the Champlain Kayak Club, the Lake Champlain Basin Program and the Lake Champlain Committee. In addition, many state and federal agencies have been active and supportive collaborators in developing the Lake Champlain Paddlers' Trail. State and federal agencies include: Vermont Department of Forests, Parks and Recreation, Vermont Department of Fish & Wildlife, New York State Office of Parks, Recreation and Historic Preservation, New York State

Department of Environmental Conservation, and the National Park Service - Rivers, Trails and Conservation Assistance Program.

To date, the Lake Champlain Paddlers' Trail is the formal designation of 18 publicly owned locations with a total of 59 campsites accessible to paddlers. A guidebook is available through the Lake Champlain Committee that describes the linked sites. It includes NOAA charts with put-ins, lake ecology, low-impact camping techniques, site stewardship, weather, safety, as well as environmental issues on Lake Champlain. Although lake ecology is well covered in the Lake Champlain Paddlers' Trail Guide, cultural and historic sites are not yet identified along the trail.

To adequately maintain a trail for paddlers' use, site improvements will be continually needed. Because the trail is managed with a philosophy of low-impact use, a preferred camping site is one that is as primitive as possible. Each site is different, however, and requires different accommodations depending on individual landowner desires. Typical improvements to sites might be pit-prives, fire pits or picnic tables. Often, all that is needed is a little brush clearing to create a comfortable place to sleep.

The Lake Champlain Paddlers' Trail will continue to grow as sites (perhaps even privately-owned) are added to the system.

LAKE CHAMPLAIN HISTORIC LANDINGS TRAIL

In 1999, the Lake Champlain Basin Program launched a multi-year project to identify historic landings along the shores of Lake Champlain and increase the public's awareness of these sites through a linked trail of interpretive signage. The goal is to create a heritage trail that is primarily for boaters; thus combining the Basin Program's dual interests in enhancing recreational opportunities on the Lake and interpreting the Lake's rich history.

A consultant was hired to conduct a research study of historic landings by documenting site location and historic and current use. The consultant visited each landing site to evaluate its accessibility and the extent of surviving evidence. Many landing sites with interesting histories no longer had any viable evidence of activity. Others had reverted to private ownership and were no longer accessible to the traveling public. A few had no access by land.

Based on a combination of availability of historical material, surviving physical evidence, and ease of access, the landings were ranked and prioritized for interpretative sign development. Six locations were initially selected shown in Table 3.

Table 3: Initial Lake Champlain Historic Landings Trail Sites - 1999

Location	Historic Significance of Site
Plattsburgh, NY	The Battle of Plattsburgh
Port Kent, NY	Lumber and Iron Port
Whitehall, NY	Terminus of the Champlain Canal
St. Albans, VT	Site of Construction of the First Ship to Pass the Canal
Larrabee's Point, VT	Oldest Ferry Landing and Early Steamboats
Vergennes, VT	Shipyard for War of 1812 Fleet and Early Steamboats

RECREATION AND CULTURAL HERITAGE FACT SHEETS

To fill a demonstrated need for information on specific recreation and cultural heritage bi-state opportunities on Lake Champlain (i.e., underwater historic preserves, boating, state parks, etc.) the Lake Champlain Basin Program initiated the development of a public information series on these subjects. The initiative is a promotional tool that will help create a recreation and historic identity for the Lake. Information covered includes: (1) where to go, (2) how to access sites, (3) where to get more information, (4) networking possibilities and (5) education and interpretation.

Designed after the existing Lake Champlain Basin Program fact sheets series on environmental issues, two fact sheets were published in the Fall of 1999: *"Boating to Lake Champlain's State Parks and Historic Villages"* and *"Historic Sites on Lake Champlain."* Potential topics for other fact sheets include: (1) Underwater Historic Preserves, (2) Lake Champlain Byways, (3) Lake Champlain Heritage Corridor and (4) available Lake Champlain Area Maps and Publications, among other topics.

LAKE CHAMPLAIN PUBLIC ACCESS ENHANCEMENT AWARDS PROGRAM

Designed to support local communities improve and enhance public access on Lake Champlain, the Lake Champlain Basin Program, successfully launched a Public Access Enhancement Awards Program in 1997. In 1997-99, the Basin Program funded twenty-three projects (shown on Table 4, page 14) totaling \$77,500.00 in Vermont and New York shoreline communities.

Eligible applicants primarily include municipalities, 501(c)3 charitable organizations, and other non-profit organizations. Eligible projects include both water and non-water recreational enhancements at any of the following types of public access sites: boat launch areas, shoreline parks, marinas, beaches, campgrounds, scenic overlooks, fishing piers and shoreline walking and bicycling trails. To enhance access to the Lake, eligible projects include those on the Lake itself and on tributaries up until a natural or human-made barrier (waterfall, dam, etc.).

Successful applicants show benefits to the community and visitors; make the most of volunteers and partnerships; use the support to supplement or leverage additional funds or commitments; and demonstrate a compelling project need that is otherwise difficult or impossible to accomplish through other means.

Continuing to fund local public access enhancements along Lake Champlain and its tributaries through funding opportunities like the Lake Champlain Basin Program is important to maintain recreational enjoyment of the Lake. Secure funding is needed to address multiple local access improvement needs into the future.

Table 4: Lake Champlain Basin Program Public Access Enhancement Awards - 1997-99

1997 Projects	Sponsor	Amount	Complete
Noblewood Park Enhancements	Town of Willsboro, NY	\$5,800	
Ferrisburgh Beach Improvements	Town of Ferrisburgh, VT	\$5,800	√
Panton Beach Reconstruction	Town of Panton, VT	\$2,500	
Boat Ramp and Dock Expansion	Lake Champlain Comm. Sailing Center, Burlington, VT	\$3,700	√
Floating Dock System	Town of Crown Point, NY	\$4,000	√
Natural Interpretive Signs	Town of Isle La Motte, VT	\$700	√
Beggs Park Renovations	Town of Essex, NY	\$5,000	

1998 Projects	Sponsor	Amount	Complete
Ice Storm Clean-up on Split Rock Mtn.	Boquet River Association, Elizabethtown, NY	\$3,000	√
Lee Park Beach Enhancements	Town of Westport, NY	\$1,000	
Falls Park Enhancements	City of Vergennes, VT	\$2,500	
Canoe/Kayak Launch Improvements	Winooski Valley Park District, Burlington, VT	\$3,000	√
Marycrest Beach Parking Area Dev.	Town of Grand Isle, VT	\$8,300	
Ticonderoga Boat Launch Dock	Town of Ticonderoga, NY	\$3,000	√
Preservation of Rock Island	Lake Champlain Land Trust, Burlington, VT	\$5,000	√
Burlington Waterfront Interpretive Signs	Burlington Business Association, Burlington, VT	\$4,200	

1999 Projects	Sponsor	Amount	Complete
Mount Defiance Picnic Shelter	Fort Ticonderoga, Inc., Ticonderoga, NY	\$1,000	√
Isle La Motte Scenic Outlook	Town of Isle La Motte, VT	\$1,800	
Cooke's Island Recreation/Arts Ctr.	City of Whitehall, NY	\$3,600	
Intervale Road River Access	Intervale Foundation, Inc., Burlington, VT	\$2,100	
Port Douglas Beach Enhancement	Town of Chestefield, NY	\$2,600	
Georgia Boat Launch	Town of Georgia, VT	\$4,200	
West Haven Public Access	West Haven, VT	\$2,700	
Adaptive Watersports Program	LCCSC, Burlington, VT	\$2,000	

LAKE CHAMPLAIN UNDERWATER HISTORIC PRESERVES SYSTEM

With its vast collection of shipwrecks, Lake Champlain is considered by many to be the most historic body of fresh water in North America. In fact, its history can be told by the many shipwrecks found on its bottom. Seven of these shipwrecks are part of the Lake Champlain's Underwater Preserve System, a cooperative effort between the Vermont Division for Historic Preservation, New York State Department of Environmental Conservation and the Lake Champlain Maritime Museum.

The Lake Champlain Basin Program has provided approximately \$156,000 in funding (in addition to other funding) for a systematic underwater survey of Lake Champlain for the development of the Underwater Historic Preserve System. Conducted by the Lake Champlain Maritime Museum, the Lake is imaged using electronic sensing equipment including side-scan sonar and data capturing hardware and software. Suspected shipwrecks are verified by diver verification or by using a Remote Operated Vehicle (ROV) with video and camera capabilities. In addition to archaeological data, the sonar

data reveals geological features, bathymetry and important contradictions to previously documented depth contours.

Dive sites to date as part of the Lake Champlain Underwater Historic Preserve System include:

- *Champlain II*, 1868, a steamboat ferry that went aground near Westport, NY;
- *Burlington Bay Horse Ferry*, c.1830, the world's only known surviving horse-powered ferry, now located in Burlington Bay, VT;
- *Phoenix*, 1815, the second commercial steamboat on Lake Champlain now located on the Colchester Shoal reef, VT;
- *O.J. Walker*, 1862, named after one of the region's leading merchants, Obadiah Johnson Walker, this vessel hauled heavy cargoes. Now located in Burlington Bay, VT;
- *General Butler*, 1862, a sailing canal boat now located in Burlington Bay, VT;
- Coal Barge, A.R. Noyes, c. 1823, the most common vessel that operated on Lake Champlain now located in Burlington Bay, VT;
- *Diamond Island Stone Boat*, one of hundreds of wooden canal cargo boats now located off of Diamond Island, VT.

A booklet is available which provides specific information on each wreck's history, features of interest, diving conditions, buoy systems and other pertinent diving information. Funding is necessary to continue to survey the Lake's bottom and to preserve its vast collection of historically significant shipwrecks as established underwater historic preserve sites for recreational diving enjoyment.

RECOMMENDATIONS FOR THE FUTURE

In considering projects for the future of water-based recreation on Lake Champlain, the recommended actions generated by the Lake Champlain Basin Program is an excellent place to start, as described on pages 7-9.

Improving and expanding a diversity of access opportunities at both state and town sites; developing interpretive trails for boaters; expanding the underwater historic preserves program; providing information on sites and services available and stewardship education are all ways to enhance the recreational experience on Lake Champlain and its tributaries.

An overall recommendation that combines many of these actions is to integrate boating -- be it in a kayak, sailboat or powerboat-- into the intermodal transportation network of the Lake Champlain Byways Corridor by creating transportation routes for boaters that connect significant sites along the lakeshore, as well as to the Lake's rivers and streams. These routes could be somehow marked and would include local interpretive materials developed for visitors. Doing so would increase awareness of the Basin's rich natural and cultural resources and promote tourism.

Particular actions* identified by the Lake Champlain Basin Program (listed on pages 7-9) that deserve special attention in achieving an integrated transportation network of waterways as part of the Lake Champlain Byways Corridor include:

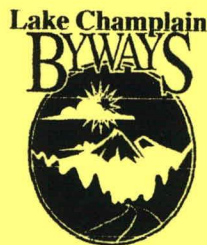
- 1&2) Continue to provide a public access enhancements grants program for local communities that implements measures to improve existing, and develop new, boating and non-boating access sites on Lake Champlain.
- 4) Continue to develop the Lake Champlain Historic Landings Trail and other natural and cultural heritage interpretive trails that link unique and significant sites on Lake Champlain.
- 5) Continue to develop the Lake Champlain Paddlers' Trail.
- 7) Continue to survey the lake's bottom for shipwrecks and add additional sites to the Lake Champlain Underwater Historic Preserves System.
- 8) Develop a comprehensive guide to all types of public access opportunities on Lake Champlain and its tributaries.
- 10) Establish centralized locations (Burlington, Plattsburgh, Crown Point, Saint-Jean, etc.) for the dissemination of information on year-round use of recreational, natural, cultural and historic resources in the Lake Champlain Basin.

* actions listed here are slightly modified from the original list found on pages 7-9.

A Strategic Framework for Célébration Champlain! 2003-2009

*A STRATEGY TO UNIFY AND REJUVENATE THE COMMUNITIES
OF THE LAKE CHAMPLAIN REGION*

October 31, 1999



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LAKE CHAMPLAIN BYWAYS

The Lake Champlain Byway project is a collaborative effort between three New York Planning offices (Clinton, Essex, and Washington) and four Vermont Regional Planning Commissions (Northwest, Chittenden, Addison, and Rutland), the Adirondack North Country Association, the New York Department of Transportation, and the Vermont Agency of Transportation. The goal of the National Scenic Byway planning grant is to develop strategies and partnerships to balance the stewardship of the Byway resources with tourism, economic and community development. The Célébration Champlain! Strategic Plan is a component of the Lake Champlain Byways Corridor Management Plan that includes actions for economic development, community revitalization, and visitor, resource, and roadway management needs in the eight counties adjacent to Lake Champlain.

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INTRODUCTION

The Lake Champlain Byway project is a collaborative effort between three New York Planning offices (Clinton, Essex, and Washington) and four Vermont Regional Planning Commissions (Northwest, Chittenden, Addison, and Rutland), the Adirondack North Country Association, the New York Department of Transportation, and the Vermont Agency of Transportation. The goal of the National Scenic Byway planning grant is to develop strategies and partnerships to promote and interpret the Byway region for the benefit of tourism, economic and community development. These strategies comprise the Lake Champlain Byways Corridor Management Plan which include actions for addressing tourism related economic development, community services, and visitor, resource, and roadway management needs in the eight counties adjacent to Lake Champlain.

A specific work effort of the Lake Champlain Byways project is to identify specific issues and tasks to foster economic development in the region. To assist in that work effort, an Economic Development Task Group ("Task Group") was established that represents various public and private economic development interests. Recognizing the need to unify region, the Task Group hired Burt Woolf of QL Consulting, Inc., Lexington, MA to help lead a lake-wide effort for economic development, to facilitate an effort to establish a regional identity, and to create a partnership approach to market the Lake as a regional destination.

In September 1998, the Lake Champlain Byways Project began an Economic Study to explore organizing a regional tourism strategy for the Champlain Valley. During October and November, eleven "stakeholder input meetings" were convened throughout the region. During these sessions, a wide variety of regional interests worked to identify opportunities for:

- an appealing identity for the Lake Champlain region;
- strategies to imprint the identity on the minds of potential markets;
- assuring that visitors experience the region's identity with a lasting positive impression; and
- establishing a regional partnership to carry these ideas forward.

From what was heard at the meetings, a set of criteria was established for an effective regional strategy:

- support the full region by telling all stories and enabling multi-county / bi-state / multi-national action;
- articulate a comprehensive regional identity;
- extend over a period of years;
- appeal to a variety of markets (cultural, heritage, and ag tourism, and outdoor recreation enthusiasts — bike, hike, paddle, fish, etc.);
- build on current planning and development efforts (marketing programs, special events, and initiatives such as the Lake Champlain Basin Program and Triangle of Excellence);
- stimulate collaborative community economic development throughout the region; and evoke regional leadership and stewardship.

The Strategy: A Celebration Of The Lake And River

During the stakeholder meetings, a specific strategy emerged that meets all of the above:

A two-state, multi-national Regional celebration of the Lake and River beginning with the 400th anniversary of Champlain's arrival to the Richelieu River in 1603 and culminating with the 400th anniversary of Champlain's arrival to Lake Champlain in 1609.

The celebration would be a massive joint effort across all jurisdictions (multi-county / bi-state / multi-national) extending from 2003-2009, highlighting the full story of the Richelieu-Champlain region, interweaving multiple historical themes from geological pre-history, to the lives and times of people of the first nations, to European settlement and the creation of current nations, through to the industrial, post-industrial, agricultural and technology eras. Cultural traditions and creative expression of all peoples would be highlighted through coordinated special events and preservation and enhancement of cultural / heritage sites. Outdoor recreational opportunities would be targeted for development during the celebration period.

The celebration would:

- build local appreciation for the region's history and assets;
- develop an identity for the two-state multi-national region;
- unify the region's communities;
- and leave a legacy of community and economic development for the region.

It is envisioned that collaborative efforts within and between all communities would be targeted to community and economic growth while sustaining the natural setting that makes the region so special. These efforts, along with a coordinated multi-year regional marketing strategy would imprint the identity of the region in the minds of visitors.

The Lake Champlain - Richelieu River Celebration Summit

In December, the Study Task Group authorized the convening of the "Lake Champlain-Richelieu River Celebration Summit" to gather public input for a multi-year strategy for the celebration. The Summit was convened on February 25, 1999 at the Valcour Conference Center in Plattsburgh, New York with about 70 people from New York, Vermont and Quebec in attendance. The agenda included presentations and interactive work sessions on three aspects of the proposed multi-year project:

- quality-of-life programming that might be implemented;
- community and economic development activities that might be undertaken;
- marketing strategies that would reach out to resident and visitor markets.

The day concluded with each group presenting a summary of its discussions and a plenary discussion of possible next steps. All in all, the Summit was a spirited event, with participants genuinely engaged in the process. They not only helped flesh-out the Celebration concept, but they manifested a sense of excitement that the Celebration strategy might really be able to bring together constituencies, leverage resources and create tangible results for the region.

A Working Retreat

From the initial strategic framework for the Celebration idea that was developed at the Summit, a collaborative working retreat of 15 planners from within the region met to develop a concise case statement and strategy for implementation relating to the four components of the Celebration Strategy:

- Programs and Events;
- Community and Economic Revitalization;
- Marketing and Product Packaging, and
- Organizational Capacity.

An informational newsletter about the concept and Summit meeting was distributed to over a thousand individuals and organizations in the Region. Included in the newsletter was a form that allowed additional ideas and suggestions to be compiled and added to the planning process. The work at the Retreat not only developed a strategic framework for the celebration, but also gave a name for the event that would have meaning to all residents of the Region-- "**Célébration Champlain!**". The following pages of this document reflect the materials developed from this planning process. Over the summer, we will continue to "network" in order to develop specific details for a strategic plan. In addition, the Economic Study Task Group will meet to contribute to the Organizational Capacity component of the Celebration Strategy. In September, a Regional meeting will be convened to review and discuss: the Regional strategic framework; specific sub-regional implementation ideas for the Celebration strategy; and incorporation of the Célébration Champlain! Strategic Plan into the Lake Champlain Byways Corridor Management Plan.

This plan contains five sections:

1. Guiding Principles
2. Programs and Events
3. Community Development and Revitalization
4. Marketing and Packaging
5. Implementation Structure

GUIDING PRINCIPLES

The development of the Strategic Plan for Célébration Champlain! is governed by a set of guiding principles:

- Recognize that the Region is a convergence of identities, promote the “blended qualities” unique to the Lake Champlain region while allowing for the promotion of existing individual identities i.e.: Native peoples, Vermont, Adirondack and Quebec images.
- Feature not only the role that the Native people had in history, but also in today’s communities.
- Reconcile the embedded “conflict” issues hidden by stereotypes about the Lake’s history -- the story as told by the “victor”.
- In order to ensure the global appeal of Célébration Champlain!, all aspects of this event must be addressed in the official languages of participating partners. Wherever possible, signage and interpretive materials will be produced in French and English.
- Organize a set of interconnected designated “Waypoint Communities” that would provide a comprehensive and coordinated whole-region system of programs and services. As a “hub” for surrounding towns, hamlets, and countrysides, each Waypoint Community would provide multi-modal access, food and lodging, retail of local products, public restrooms, and visitor information.
- Identify Waypoint Communities that will serve as “Gateways” to the region -- from the north, south, east and west.
- Encourage a reciprocal flow of visitors between water and land, among Waypoint Communities and the natural areas between them, and between NY, VT & Quebec.
- In an effort to reduce the impact of automobile congestion in the Region, efforts will be made to facilitate the use of alternative transportation modes. For example, Waypoint Communities will be connected by corridors of human-powered modes of transportation and access (bicycle, foot, paddle) and serve as the connecting hubs for public transportation such as buses, ferries, trains. Support the development of Lake Champlain Bikeways.
- The impact of these strategies will consider their cost to natural and cultural resources versus their benefit to the Region. Solutions offering lower impact on resources will be preferred. Seek innovative solutions to problems associated with environmental capacity and quality of life.
- Focus activities and infrastructure improvements to be located on the water, along the Lake and tributary waterfronts, and Main Street revitalization.
- Integrate the visitor experience within the communities for an “authentic” experience.
- Utilize signage, brochures, internet connections etc. to unify the Region.
- Develop a merchandising approach that is compatible with the region’s setting, character, attractions, and products (“ENTER-TAILING” : a strategy that links attraction themes with retail products)

COMMUNITY DEVELOPMENT AND REVITALIZATION STRATEGIES

The Implementation Context

All Community Development and Revitalization Strategies should be undertaken in the context of "value-added" for the region. The impact of these strategies will consider their cost to natural and cultural resources versus their benefit to the Region. Solutions offering lower impact on resources will be preferred.

The Implementation Analogy: Company is Coming

The operative analogy for the planning of a regional celebration is "Getting our house ready to receive guests". Therefore the operative question is: *What parts of the "house" need work?*

"House" Component	Community Development and Revitalization Topic
Bedrooms	Accommodations
Bathrooms	Public Restrooms
Front Door - Entry	Primary Gateways (numerous; multi-modal)
Side and Back Doors	Secondary Service access into the community
Dining Room	Restaurants
TV-Rec Room	Recreation and entertainment facilities
Library	Information/Interpretative Centers
Living Room	Public Buildings
Pantry/larder	Retail Supplies
Laundry, shop, tool shed	Commercial services
Garage	Parking
HVAC and utility areas	Power, Water, Light, Waste Treatment
Yard	Public Spaces
Garden	Agriculture; Horticulture
Deck	Outdoor presentation/activity facilities
Patio/deck/lawn furniture	Public benches
Swing Set/Sand Box	Recreational Spaces
Bill Paying/Going to Work	Public and Private Financing

And along the same vein, connecting houses links our communities:

Physical Connections

Facility	User	Amenity	Theme	Integration of resources
Highways	Individual vs. Group	Rentals	Pre-European	Scenic vistas
Bike trails		Guides and signage	Military History	Recreation areas and trails
Ferries	Motor vs. Muscle	Overlooks and access	Commercial & Industrial	Link sites of various themes
Canal barges & boats		Points of entry: stations, marinas, airports, highway tourist info centers	Recreation Environment	
Air				
Pedestrian				
Rail, bus		Parking		

1. The Primary Implementation Strategy: Waypoint Community System

Lake Champlain "Waypoint Communities" will provide a comprehensive and coordinated whole-region system of programs and services. Waypoint Communities will be connected by corridors of human-powered modes of transportation and access: bicycle, foot, ski & snowshoe, paddle, etc. Four Waypoint Communities will serve as "Gateways" to the region - providing the major Regional access points from the north, south, east and west. Rentals for equipment will be available in Waypoint Communities. Waypoint Communities will also be the connecting hubs for public transportation such as buses, trolleys, jitneys, ferries, trains, etc. As a "hub" for surrounding towns, hamlets, and countrysides, each Waypoint Community would provide:

- A physical or programmatic relationship to the Lake "experience" and resources
- Multi-modal access ("mode nodes") to sub-regional areas
- Accommodations
- Food and beverage
- Basic retail (especially focusing on local products)
- Public restrooms
- Directional and interpretative information

Potential Waypoint Communities include (Gateway in bold):

- Quebec: Chambly, **St. Jean sur Richelieu**/ Iberville, Granby
- Clinton County: Rouses Point, **Plattsburgh**, Keeseville
- Essex County: Willsboro, Essex, Westport, Port Henry, Crown Point, Ticonderoga
- Washington County: **Whitehall**, Granville
- Rutland County: Fair Haven, Poultney, Brandon
- Addison County: Middlebury, Vergennes
- Chittenden County: Shelburne, **Burlington**
- Grand Isle County: South Hero/Grand Isle, North Hero
- Franklin County: St. Albans, Swanton

2. **Infrastructure Assessment:** Conduct research to assess the current "carrying capacity" (in all aspects of public services – roads, water, commerce, accommodations, retail, waste treatment, waterfront access, etc.) of Waypoint Communities and visitor sites. Then design community development and revitalization strategies that would

- expand demand to fill excess capacity
- enhance mix and mass of assets
- limit additional demand on fragile assets

3. **Support Lake Champlain Bikeways Initiative:** The theme-based routes of Lake Champlain Bikeways provides a transportation network that links the communities and "tells the story" of the Region in a manner that is consistent with the Guiding Principles of the Strategic Plan (see page 4). Infrastructure development, marketing, and interpretation of the principal route and theme loops should be implemented as part of the Celebration.

4. **Support Facility Initiatives Currently Underway:** Numerous communities and sites are currently planning and implementing revitalization or rehabilitation efforts. Coordinate with the groups to maximize grant and administrative opportunities.

5. **Signage:** Establish a central signage/symbology system for directional and interpretive signs in the region (see Coordinated Graphics under Programs and Events).

PROGRAM AND EVENT STRATEGIES

Coordinate existing sites, exhibits and programs within the Region to develop a consistent and unified story of the Celebration's key themes. Assure tie-ins to: State Parks/Recreation Areas, Historical Societies, Villages/Towns/Hamlets (Downtowns), Fairs, Parades, Living History & Reenactments, Community Celebrations, Native Celebration of the Great Peace of 1701, etc.

A. Themed Programs And Events

1. ***Maritime Festivals*** A celebration of Lake Champlain through historical reenactments of maritime events, showcase the historic landings along the lakeshore, and tell the story of the "Four Lives of the Lake."¹
2. ***Coordinated Sequential Celebration of Champlain's Route*** Champlain's arrival in Quebec and subsequent arrival at Lake Champlain, via the Richelieu River, provide a framework for establishing a series of events during the celebration period. Such a route-based approach creates a common link between Quebec, New York and Vermont.
3. ***Ag-Tourism*** A series of programs and events that focuses on agricultural lifestyle, showcases farm products of region, and educates why the landscape looks as it does.
4. ***Natural Resources Programs*** A series of programs and events to tell the story of how the extraction, processing, utilization, and export of the region's natural resources (iron, timber, stone, energy, transportation, rivers and lakes) provided an economic engine for the Champlain Valley. The ebb and flow of these economic uses of resources stimulated development of the railroad, canals and highway system. They resulted in the periodic restructuring of communities; and they had a dramatic impact on the landscape, environment, and peoples' lives.
5. ***Natural History Programs*** An educational and interpretive program featuring the natural history of our geological formations, flora and fauna, and native species. The program goal is to raise awareness of and appreciation for the region's natural history.
6. ***World Class Sports Recreation Event*** Recreational sporting events for top ranked athletes from around the world; designed to attract and give the region international recognition, making the Champlain Valley a world class recreation destination. Events would utilize the region's natural and built resources (i.e. bike paths, mountain trails, rivers, lakes, road networks and infrastructure.) The goal is to encourage and promote cross regional partnerships.

B. Special Projects

1. ***Curriculum Development*** A structured multi-topic and interdisciplinary program for elementary, middle-school, high school, and college, concerning the history, people, places, and events in the bi-state, multi-national Champlain Valley.
2. ***Progressive Regional Community Exhibit*** An educational/interpretive/demonstration exhibit featuring aspects of the "Four Lives of Lake Champlain," starting from Quebec City and progressing south through Lake Champlain. The exhibit would be

¹ The unified theme "*The Four Lives of Lake Champlain*" is composed of four themes which reflect the four "lives" of the Lake Champlain Region -- Pre-European influence; Exploration, settlement and military conflict; Industrial and commercial development; Recreation and the environmental movement.

assembled from museum pieces, library/photos/stories/CD, translations of videos, interactive, and contemporary works of art and sculpture. A multi-year project with a specific focus each year or sequential, with each year's exhibit building on the previous year's exhibit.

3. **Multi-Cultural/Multi-Media Programming** Develop a regional performing arts program to support music, drama, dance and storytelling related to the history and cultural heritage of the Lake Champlain region. Create a Lake Champlain Performing Arts Consortium to oversee a grant-making process, enlist cooperation from performance venues, solicit talent, identify outdoor performance prospects, and explore the possibility of a touring barge.
4. **Visual and Audio Products for Delivering the Story** Products will be delivered in two scales: Individual (i.e. personal audio tapes for use when touring region) and public mass media (i.e. Television, Websites, Radio, Print Media, etc.) The products will be prepared for various audiences and the full-spectrum of the population (adults, children, learning disabled).
5. **Database Of Sites, Resources, Groups And Activities** Continue to develop and maintain the database of resources of the Region established for the Lake Champlain Byways project.
6. **Coordinated Graphics** Develop a system for signage and brochures that links and unifies the region for the visitor (coordinate with Signage under Community Development and Revitalization Strategies).
7. **Fort Ticonderoga Centennial** A major international event: coordination of Célébration activities with the Fort anniversary, celebrating the 100th anniversary of the opening of the restored Fort as a museum (which occurred as part of the 300th anniversary observance in 1909).

C. Programs for Regional Values and Relationships

1. **Native American Culture** Reveal the embedded "conflict" issues hidden by stereotypes about the lake's history -- the story as told by the "victor". The truth behind the legends about Champlain and the French against the Mohawks, the Abenakis against the English, etc.
2. **Education** Bring together educational and academic institutions with a shared interest in the Region's cultural and physical geography through partnerships in programs and events.
3. **Renewal of the Lake** Support efforts for environmental restoration of the Lake to coincide with celebration of Champlain's arrival (2009).

MARKETING AND PACKAGING STRATEGIES

A. Research, Image and Product Development

1. **Market Research** Market research for Célébration Champlain! is the collection of data to analyze information about the viability or non viability (marketability) of a product, event, activity, region, etc. Data can be internal (inventory of resources and assets, capacity data, etc.) or external (market demographics, visitor behaviors, travel patterns, etc.).
2. **Sponsorships/Partnerships** Connect Célébration Champlain! programs, events and revitalization activities with targeted public and private enterprises (world-wide) whose sponsorship/partnership with the project would create value-added global cross-marketing and affiliation branding opportunities.
3. **Logo** A professionally designed visual symbol/image whose designed provides consistent and immediate recognition of programs, publicity, events, routes, materials, products, and sites related to Celebration Champlain. The logo would be promoted throughout the region for use by the organizing committee, and by individual sites, attractions, accommodations, restaurants, and communities, to create a unified image for the project. As well, the logo would be a consistent element of directional and interpretive signage thereby helping visitors find key attractions, routes and "way points." Ultimately, a logo will be imprinted on local citizens minds (pride of place) and will aid and facilitate a positive visitor experience.

B. Getting the Word Out

1. **Print Media Coverage** Coordinated coverage and placement of feature articles in selected print media promoting the region in connection with Célébration Champlain.
2. **Advertising** Display advertisements relating to the primary themes and related programs and events of Célébration Champlain.
3. **Broadcast Media Coverage** A coordinated series of television and radio documentaries and "info-mercials" relating to the primary themes and related programs and events of Célébration Champlain.
4. **Familiarization Tours** Organize, coordinate and promote group tours of selected sites, venues, events, facilities, that provide the participant with a familiarity with the selected sites, etc. Such tours would be organized for travel writers, travel agents, and others who would use the tour to further promote the region to their own respective constituent markets.
5. **Media Kits** Assemble media kits including promotional brochures, events, flyers, maps, highlighting the range of events and programs planned for Célébration Champlain for dissemination through a variety of channels including direct mail, familiarization tours, and at tourism trade shows.
6. **Trade Shows** Coordinated presence of Célébration Champlain at scheduled travel and tourism trade shows. Such presence would include development of an exhibit to showcase companies/products, community/governmental entities, and services incorporated in the Region. In order to assure a unified trade show marketing approach, this effort would require coordination with current trade show strategies of existing travel and tourism industry marketing organizations and agencies in the region.
7. **Web Site** A presence on the Internet that should include: Hyperlinks to Sites and Events around the region, bi-lingual capabilities (French and English), maps (Geographic and Thematic Loops), links to Quebec Celebration, virtual slide show (images of the region including underwater), history, etc.

C. Delivering the Product

1. **Fulfillment** The mechanism and means for visitors to request and receive travel and tour information and to book reservations through an 800 number and/or the Internet.
2. **Tour Packages** Develop and market themed tour itineraries that would include, at the visitor's option, arrangements for transportation, food, lodging, and admission fees. Themes should be organized around heritage, rest and recreation, and natural beauty. Packages should target specific markets (seniors, heritage tourists, families, eco-tourists, etc.).
3. **Lake Champlain Bikeways** Expand the marketing of Bikeways as not only an activity, but also a way to get around the region. Expand cooperative packages with rail and air to bring visitors to the region, and local bike rentals to get them around.
4. **Visitor Centers** Facilities located in Waypoint Communities, preferably in an adaptively-used (ideally historic) structure, accessible from various travel modes, and connected to a local point of interest or attraction. They will provide: restrooms, regional and local information for visitor/travel needs, the Byway themes and resources of the area; options might include: picnic area, vending machines, ATM, sales of local crafts and products, brochures and publications and other visitor-related items.
5. **Kiosks** Interactive visitor information stands, that are selectively placed, utilizing state of the art hardware, software, and connectivity in order to provide a full array of descriptive, directional, and interpretive data, as well as real-time travel conditions and the opportunity to make reservations.
6. **Ribbon Cutting Events** Coordination of and public relations with respect to key events, grand openings, etc. Involvement of celebrities (political, industry and entertainment VIPs) to draw attention to such events (i.e. to make them newsworthy.)

D. "Enter-tailing" (a strategy that links themes with the retail product mix and creating a unified merchandising approach that is compatible with the Region's setting, attractions, and products)

1. **Merchandising** Develop a line of products that can be marketed as souvenirs and locally manufactured products that project the region's identity and showcase the project i.e. T-shirts, food and agricultural (apples, syrup, cheese, wine, Montreal seasoning, wool), home products (Adirondack chair), clothing line/style (boots and coats), recreational products (snowboarding), wood products.
2. **Commemorative Works of Art** Organize, coordinate the creation, production, distribution and marketing of works of visual and performing arts designed especially to commemorate Célébration Champlain. Such a program might feature monuments and statues (at key sites); commissioned or jury-awarded works of visual and performing art; traveling exhibits; stamps and coins; crafts; folk art; applied art; new media; etc. Such commemorative works should reflect and celebrate the primary themes, geography and history of the region.
3. **Souvenir Calendar** A high-quality calendar featuring a collection of photographs and original illustrations of historical and natural sites located along Lake Champlain and the Richelieu River with multilingual descriptions. Dates of major historical and celebration-related events, where known, could be included.

Célébration Champlain: Organizational Structure

